

# Chemist & Druggist

March 30 1974 THE NEWSWEEKLY FOR PHARMACY

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**Contractors:  
'fight for  
independence'**

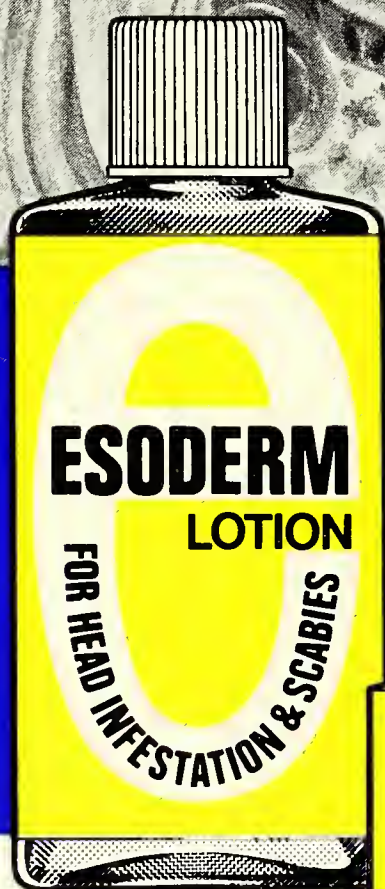
**European  
veterinary  
conference**



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OF HEAD  
INFESTATION



The newsweekly for pharmacy

30 March 1974 Vo. 201 No. 4906

115th year of publication

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Official organ of the Pharmaceutical Society of  
England and of the Pharmaceutical Society of  
Northern Ireland

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Ms Carmen Morgan: face-to-face  
with a gunman (see p 359)

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# How the new Vapona Bin Freshener will help you turn BO into LSD.

BO stands for Bin Odour, a problem most housewives face every day of the year.

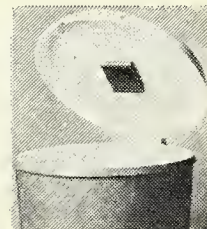
To help them solve this problem Vapona have introduced a brand new product, the Vapona Bin Freshener. And that's going to mean a lot of extra LSD for you.

The Bin Freshener sticks neatly inside a dustbin or wastebin and releases a fresh smelling fragrance that will keep any bin smelling sweet for 3 months.

As with all Vapona products, the Bin Freshener will be getting heavy promotional support. Full-colour ads. will be appearing in the TVTimes, Woman, Good Housekeeping, Reader's Digest and Woman and Home. Rec. retail price is 38½p (incl. VAT) but initial stocks will be at a special '5p' off price.

The dustbin market has always been a mighty profitable area, with 36 million dustbins in the country you can see why.

The Vapona Bin Freshener has already proved itself a smash hit in the U.S.A. and Australia, extensive research amongst British housewives has convinced us it will be the same here. So order now and make sure you can cash in on this sweet smell of success.



## The Vapona Bin Freshener.

For further information contact your Smith and Nephew rep,  
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# Professional News

Pharmaceutical Society of Ireland

## 'Overshadowed' medicines campaign prompts new plan for better public relations

The Council of the Pharmaceutical Society of Ireland decided, at its monthly meeting on March 12, to set up a special Communications Committee to advise on public relations matters.

The meeting also decided to request the Department of Health to extend by one week the time limit on the scheme for inviting members of the public to deposit their unused medicines in community pharmacies.

The president, Mr R. J. Semple, agreed with comments received from many parts of the country on the unused medicines scheme that their expectations of a highly successful "launch" had not been fully realised. He hoped the 1974 project would be the beginning of many similar schemes, and that a constructive analysis of their first effort would help to ensure the success of future plans.

Publicity in the public Press and in the media generally, Mr Semple went on, had been overshadowed by many events of greater national significance. He looked forward to continuing their useful co-operation with the Department of Health in future programmes in the public interest, and expressed his thanks to the wholesalers for their assistance in distributing publicity material.

### Public 'exposure' expected

On the proposal of Mr J. F. Brady, seconded by Mr R. J. Power, it was decided to set up a Communications Committee. Mr Power said they could anticipate "ruthless public exposure" during the coming months on a number of issues, including family planning and on the aftermath of thalidomide. Whatever spokesmen were appointed to deal with such controversial issues should have the benefit and backing-up of an adequate information service.

A letter was received from Mr John O'Loughlin, secretary, Kilmaine, (Co Mayo), Community Council, asking for assistance of the Society in securing the re-opening of a pharmacy in Kilmaine. Mr O'Loughlin pointed out that since the death of Mr Patrick C. Garvey MPSI some months ago, the area was without a pharmaceutical service. Ballinrobe five and a half miles away, was the nearest town and all the chemists there were most helpful. It was not the intention of the Community Council to go over their heads in seeking this needed facility. It was agreed that Mr O'Loughlin's letter should be publicised in the pharmaceutical Press.

The registrar, Mr G. Coleman, reported that approval in principle had been given by the Higher Education Authority for the erection at 18 Shrewsbury Road of a

temporary structure capable of housing a multi-purpose laboratory for 50 students, and ancillary facilities. He added that it would be necessary to have plans and an estimate of the cost of the project submitted to the authorities in due course. The president said it would be an important step in relieving problems of accommodation in the College of Pharmacy.

The registrar reported that he had written to the Minister for Health expressing concern that the Animal Remedies Act of 1956 was being used to control the sale and distribution of medicines for animal use. One of the major benefits of the 1961 Poisons Act, namely the codification of enactments relating to the control of "poisons" would be lost if the Animal Remedies Act was to be used to distinguish between medicines for animal use and medicines intended for the treatment of human ailments. The letter also protested against delay in bringing into operation important sections of the 1961 Poisons Act and the 1962 Pharmacy Act.

The Council was informed that a complaint had been received from a member of the public who alleged that when he visited a community pharmacy in Dublin with what he considered a reasonable complaint, he was treated in a rather abusive manner by a member of the pharmacy staff.

The president said that the person complained of was not, in fact, a pharmacist, and it was appreciated that pharmacists and their staffs were often subjected to unfair criticism by members of the public who did not understand the pharmacist's responsibility. Nevertheless, there was no excuse for treating customers in a discourteous manner when they felt they had a reasonable grievance.

### EEC report

Mr Power submitted a detailed report on EEC affairs arising out of the recent meeting with Mr R. Barry TD, parliamentary Secretary to the Minister for Health. It had been agreed that a detailed memorandum would be submitted to the Department before June 1, explaining the policy of pharmacists in relation to the EEC. The Council decided to give every assistance possible to the EEC Committee in this important project.

A letter was received from CIBA Laboratories warning that a small crack may be occurring in the tip of a small percentage of ampoules containing Nupercaine solution (see *C&D*, March 23). In such circumstances it could be extremely unwise to use the contents. Pharmacists are advised that Nupercaine ampoules should not be used at present if any acceptable

alternative is available. If any ampoule had been stored at any time in an antiseptic or other solution, for example phenol, these ampoules should be destroyed. If any ampoules showed visible defects or crystal growth they should be returned to the manufacturer. Full rebates would be allowed for ampoules destroyed, or returned for credit.

Arising out of a report stating that phenacetin, and preparations containing it, will be restricted to prescription only in the UK from January 1, 1975, the president said that the Society in Ireland had advised pharmacists some years ago to warn customers using phenacetin or its preparations on a regular basis, that they could suffer kidney damage. It was possible that the Irish Department of Health would take some action restricting the sale of the drug. Most of the proprietary analgesics now on the market did not contain phenacetin but it was an ingredient of some official preparations. He was confident that Irish pharmacists would advise their customers in appropriate circumstances.

### Register changes

The following having submitted marriage certificates were granted change of name in the Registers: Mrs M. C. McKeon (née Moran) LPSI, Mrs A. M. Cullimore (née Holden) Asst. Mrs E. Gilman (née Donovan) Asst.

The following changes of address were noted:— Mrs Madeline Creed, LPSI, to Codrum, Macroom, co Cork; Mrs Helen T. O'Flynn, MPSI, to Via Firenze, 2, (angola vie dei Laghi 67) 00043 Ciampino, Rome; Mr John Byrne, MPSI, to Albert Lodge, Stillorgan Road, Donnybrook, Dublin 4; Mr Laloo Bhagwan, MPSI, to 11 Clonard Avenue, Dundrum, Dublin 14; Dr Desmond Fitzgerald, LPSI, to 42 Townsend Drive, West Boylston, Mass. 01583, USA; Mr Fionan Harty, MPSI, to Dunkerry House, The Spa, Tralee, co Kerry; Mr John J. Kelly, MPSI, to Springfield Pharmacy, Springfield, Tallaght, co Dublin; Mr Mervyn Maxwell, MPSI, to Newbridge, co Kildare; Mr Michael J. Moynihan, MPSI, to 167 St Mobhi Road, Glasnevin, Dublin 9; Mr John J. Smith, MPSI, to Parkside Hotel, 7 North Circular Road, Dublin 7; Mrs Nora Bhagwan, Asst. to 11 Clonard Avenue, Dundrum, Dublin.

The following were nominated for membership of the Society:— Eileen Teresa Cronin, LPSI, Bishopstown, Cork; Mary M. Joy, LPSI, Silverspring, Clonmel, co Tipperary; Jeremiah G. Houlihan, LPSI, Castleconnell, Limerick; Catherine F. P. Leahy, LPSI, Roxborough Road, Limerick; Margaret M. McAdams, LPSI, Clontarf, Dublin 3; Mary C. McKeon (ée Moran) LPSI, Swords, co Dublin; Denis McLaughlin, LPSI, Blackrock, co Dublin; Colette Melvin, LPSI, Milltown, Dublin; Mary O'Donoghue, LPSI, Tuam, co Galway; Margaret Nagle, LPSI, c/o Mooneys, Maudlin Street, Kells, co Meath; Michael F. McGourty, LPSI, St Monica's, Long venue, Dundalk, co Louth.

The following were elected as members:— Finbarr M. Cahill, Michael Harrington, Mary Heffernan, Marjorie King, nn McBrearty, Angelina McCarthy, Maurice McGee, Ann B. Nolan, Susan C. O'Dwyer, James T. Power, Timothy Teehan, Neville Thom.



# Minister foresees growth in pharmaceutical industry

The Irish pharmaceutical industry is a "lusty infant", according to the Republic's Minister for Health.

Speaking at the annual dinner of the Pharmaceutical, Chemical and Allied Industries' Association recently, the Minister, Mr Brendan Corish, said the industry was one of the fastest-growing sectors of the Irish economy and mainly export orientated. Ireland "seemed to have a particular attraction" for international companies involved in pharmaceutical and chemical manufacture. Gross output had risen from £27.5m in 1971 to an estimated £57.3m last year, with exports rising over the same period from £16.6m to an estimated £42m — almost all the increase being attributable to exports. He described the industry's employment position as "healthy"; 3,824 people were employed in 1971 and approaching 5,000 people would be employed by the end of the year.

It was necessary that there should be further agreement on the conditions under which a national licence would be valid over all EEC countries, said Mr Corish. The establishment of an international committee of experts was proposed (by the

draft revised second directive). Such a committee would regularly examine and report on the merits of products submitted for licence in the different countries; it would not have power to over-ride the decisions of a national authority, but it was hoped that the committee would provide a forum to promote mutual confidence and help. The Minister stressed however that there could be "no question of suspending the evolution of a national policy" until final agreement had been reached at EEC level. Officials of his Department had had talks with the Pharmaceutical Society of Ireland to devise procedures for the individual pharmacist's advice to be available at every stage of development of pharmaceutical services.

Mr J. J. Goti, president, PCAI, said that seven international companies had set up in Ireland in the past two years and a further 11 had plans to establish manufacturing plants in the near future. "The Irish industries are still very small compared with the giant European chemical industries, but I feel that the export figures will look very small in five years time," he added.

## Committee elected for Eastern Region

Pharmacists from the Eastern Region have elected their area committee for a period of one year. The meeting in Dublin on February 27 produced the following representation:—*Dublin North* Mrs Peggy O'Connor, Denis G. Murphy, Donal Quill; *Dublin South* Andrew Coleman, Jack Travers, Michael Shannon; *Wicklow* R. J. Power, Malachy O'Brien; *Kildare* Mrs Cora O'Connor; *employees* John E. Burrell; *hospital pharmacists* Seamus Fox; *wholesalers* Eamon Foley; *industry* Tom Wickham; *representatives* Robert Nutty.

The committee will co-opt not more than an additional seven members. Mr George Ledwith, secretary-general of the Irish Pharmaceutical Union, told the meeting that he hoped to remedy the situation in which there was lack of communication between regional committees. Cork was well organised but some areas depended on "a kind of bush telegraph". Each region had the right to be represented on the national executive of the Union.

Mr John Burke, chairman of the Community Pharmacists' Section of the Union, said that representations would be made to allow individual pharmacists in the GMS scheme not to dispense prescriptions for contraceptives if they had a moral objection to doing so. "It is impossible to anticipate what specific changes will be made in existing legislation but we must

consider a situation in which contraceptives would be available on prescription". If contraceptive items were to be provided under the GMS scheme, the Negotiating Committee must ensure that the pharmacists' contractual obligations would be waived in respect of members who decide not to handle contraceptives.

Mr Noel McManus protested against the terms of a resolution passed by the Council of the Pharmaceutical Society of Ireland at the December meeting concerning the scale of contraceptives.

Following the business Mr Burke and Mr Ledwith dealt with many questions concerning the operation of the GMS scheme. Mr J. E. Burrell was in the chair.

## Traders prosecuted

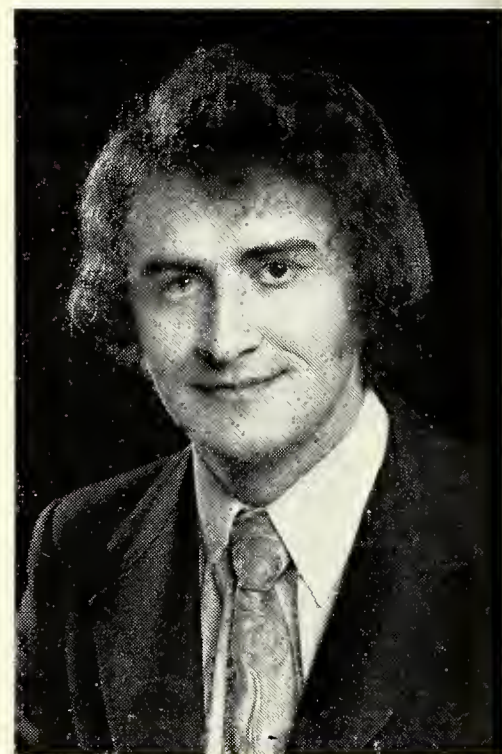
Fines, costs and expenses amounting to £100 were awarded against Co-operative Animal Health Ltd, Tullow, co Carlow, and their van salesman Mr Laurence O'Donoghue, at Bandon District Court on March 1. The case, which was heard by District Justice O'Donovan, was brought by the Pharmaceutical Society of Ireland and concerned a breach of the Poisons Act 1961 (Paraquat) Regulations, 1968.

Mr Patrick Cummins, the Society's senior inspector, gave evidence of having

purchased a quart of Gramoxone from Mr O'Donoghue who was in charge of a van at Bandon Cattle Mart on June 18, 1972. According to official figures there had been 49 deaths from paraquat in the Republic since its introduction, 24 of them occurring in 1972 and 1973. The defendant claimed that the Gramoxone was in the van for delivery purposes and was not intended for sale.

In another case, Tru-Valu Ltd, Patrick Street, Cork, were summoned by the Southern Health Board on behalf of the Pharmaceutical Society of Ireland for a breach of the Medical Preparations (Control of Sale) Regulations, 1966. An inspector of the Society provided evidence that an unqualified person had sold a lotion containing diphenhydramine hydrochloride in a premises which was not a legally constituted pharmacy and which was being conducted by the defendants. A fine of £3 was imposed and costs and expenses totalling £38 were awarded against the defendants.

## New marketing manager



**P. C. Cahill & Co Ltd, Dublin:** Mr Patrick Dunne has been appointed marketing manager of the company and heads a sales force of 11 pharmaceutical sales representatives in the Cahill-May Robert's group. Mr Dunne qualified as a pharmaceutical assistant in 1964 having served his apprenticeship with Mr P. Fitzgibbon, MPSI, Mitchelstown, co Cork. Prior to taking up his present position he was sales executive with May Roberts in Eire. He is a member of the Irish Marketing Institute.

## Deaths

**Mangan:** Recently, Mr Vincent Paul Mangan, MPSI, 15 Bridge Street, Tralee, Eire. Mr Mangan qualified in 1936. After qualifying Mr Mangan opened a pharmacy at William Street, Limerick, but on the death of his father in 1948 he took over the family pharmacy at Bridge Street, Tralee, where he conducted a practice up to his death. He was a brother-in-law of Mr Maurice Power, MPSI, Limerick.



# Comment

## Put patients first

A object lesson in "how to win friends and influence people" was given by Mr Bob Worby at the meeting of the contractors committee representatives on Friday (p. 376).

Mr Worby had a great deal of experience in "manipulating" grass roots committees before he moved "up" to the central organisations in pharmaceutical politics, and the hints he gave on how to behave in committee were much appreciated by those at the meeting. He and his colleagues in North-East London have won for themselves considerable influence within the profession (their's was the instigation of the Linstead working party, for example), but it is in the respect that they have achieved for the profession among lay people and other professions locally that they have had most to offer by way of a lesson.

As has so often been said in these columns, the corner stone of that lesson is to put the patient's interest first. Most of the arguments put forward for a policy—particularly in times of "reorganisation" are founded on the result being professionally more "satisfying", money saving, or more "administratively convenient".

Rarely does the patient come first (as a speaker on NHS reorganisation recently pointed out, most attempts at drawing administrative diagrams with the patient at the top instead of the Minister, usually finished up being turned upside down!)

But under the reorganisation structure there are many new people involved who have a *duty* to put the patient first—and they are the ones likely to be friendly to pharmacy's cause.

Because, almost uniquely, there is little in the patient's interest that is not in pharmacy's interest.

## Harmonisation

At first sight, the EEC Veterinary Conference in Dublin (page 371) might have had little interest for general practice pharmacists. However, Dr Storie-Pugh's views on the harmonisation of veterinary medicines legislation, and the question of who is the best person for the distribution of veterinary medicines, are extremely relevant, and some opinions were voiced concerning the veterinary surgeon's equivalence to the pharmacist in matters of distribution.

In his closing remarks, Mr C. C. Stevens commented that the area of harmonisation of legislation on distribution had been "rather neglected" by the EEC commission. "Something will have to be done so that the professions will know where they stand and where they are going."

He thought that industry experts should participate in EEC working parties on the directives and that the Irish and UK delegations and industry should try to persuade the other EEC governments that "flexibility" and consultations before regulations are published "is a good thing".

The professions' responsibility was perfectly summed up by Dr Storie-Pugh when he said: "One point must continually be made in discussions on future harmonisation. The veterinary profession—in common with all other professions—must not approach negotiation in a spirit of self-interest. The public interest whether it be in relation to man or in relation to animal is the essential criterion. A profession can have no other rational role."

It is a sentiment that has obviously gained some ground in the past week.

## Pot lid sale realises £1,000

A rare Staffordshire under-glaze coloured pot lid broke all price records at the auction sale of the collection of C. William-Wood on March 14. Believed to be unique, it was sold for £1,000. It was made for the New York Exhibition of 1853 by T J and J Mayer of Dale Hall, Longport, Stoke-on-Trent, as an exhibition piece. The auctioneers were Messrs. Phillips Son and Neale, London W1.

Out of a total of over 300 pot lids only a dozen had the bear motifs indicating that the pots had originally held bear's grease. Bear's grease pomades came into vogue about the end of the 18th century when wigs went out of fashion.

The first two bear subjects were lids titled "Alas! poor Bruin", one had a lantern (£45), the second without lantern (£40). "Bears at School", a small lid fetched £52, "Bears on Rock", medium

and small realised £42 and £38 respectively. Another, "Shooting Bears", small with base brought £52.

"Bears reading Newspapers", a rare lid found a buyer at £260. Two examples of "Bear Hunting" both labelled "Ross & Sons' Genuine Bear's Grease perfumed, 119 & 120 Bishopsgate Street, London" made £110 and £100 respectively.

"The Arctic Expedition" based on a George Baxter print published in 1848 depicts the search by Sir John Ross for Sir John Franklin in North Canada, lost trying to force the north-west passage. (£120). The pot lid was produced by T J and J Mayer of Longport who also issued "Polar Bears" (£45).

"Bear attacked by Dogs" based on the famous picture by Frans Snyders, was probably made in 1847. The pot lid, which was unsold, may be attributed to F. & R. Pratt & Co of Lane Delph, Fenton, Staffs.

"The Outs" (which has a companion lid "The Ins") shows a bear dressed in a smock, standing erect, who has called for

a bed for the night at a lodging house (the landlord is not very pleased to see him) realised £110.

The collection also contained a number of toothpaste lids in black and white, etc, which fetched moderate prices.





# 'Profession-trade relationship is being threatened'

The three major factors currently affecting the future of pharmacy are heavily weighted in favour of separating retail pharmacy from retail trade, it was claimed last week.

Speaking at a combined meeting of the York Branch of the Pharmaceutical Society and Boots Pharmacists Association, Mr Henry Howarth, Boots Co, named the three factors as the NHS Reorganisation Act, the Medicines Act and the EEC.

Under the Reorganisation Act a fully developed health centre programme could be serviced by about a third of the present number of pharmacies. They would be highly professional — and highly profitable until integrated with the hospital service under the control of the newly appointed pharmaceutical officers. Factors delaying the change would be shortage of capital to accelerate the health centre programme, chemists' reluctance to abandon the contractual service, the serious effect on the complete pharmaceutical service and on established pharmacies, and the dramatic upheaval in the manpower situation.

The Medicines Act, with its reduction of inventory, new standards of operation under Section 66 (with possible refusal of registration), control of advertising, its onerous requirements of supervision of sale of all medicinal products and dispensing (whilst possibly allowing free sale of a wide range elsewhere), would improve the professional image of pharmacy without providing the financial means.

The adoption of draft EEC directive five, stubbornly supported by Council, would so alter the present pattern of retail pharmacy by restricting the inventory (not even photographic goods) and elimination of even the smallest company operation, that it was bound to have serious repercussions.

What were the chances of pharmacy in Britain continuing in its traditional way? Mr Howarth pointed out that the environment in which it had developed — with the traditional British freedoms of establishment, movement, free enterprise, and aptitude for trading — had established, within voluntary professional standards, a pharmaceutical service to the public that was almost beyond criticism.

"Today the public expects, and often demands, a retail pharmacy business (the call from the public is still for a chemist's shop) in every new town, shopping precinct or any new development. Not a dispensary — a full traditional unrestricted service."

Mr Howarth said it was now, more than ever, only possible to provide such a modern, bright, spacious pharmacy by engaging in commercial activities and meeting competition by adopting up-to-date

methods of buying and selling. "In such premises the professional image can still be effectively enhanced and the public obviously appreciate such first-class pharmaceutical service. It is certainly more professional than a dispensary in the kitchen in an old house."

All were now fully aware how total limitation of pharmacies in Sweden had led quickly to nationalisation, said Mr Howarth, who thought that the British

## Price controls to be strengthened

The Government intends to act soon to strengthen price controls.

A consultative document issued last Monday by the Department of Prices and Consumer Protection includes amendments to the Price Code to cut by one-tenth the profit margins of shopkeepers, wholesalers and dealers. For example, a distributor now required to operate within a gross percentage margin level under the Code of 20 per cent would now have to operate within a level of 18 per cent.

The Government proposes to restrict retailers from repricing existing shelf stock when the cost of replacement stock is increased. However, goods which are on special offer for a set period may need to be repriced at the end of that period. The best way to handle this and other problems eg trades where stock turnover is exceptionally low, will be discussed with trade representatives during the consultations. The Government is arranging talks, due to be completed by April 9, with the main representative bodies concerned.

A further proposal is that firms should not increase prices within three months of a previous increase on the same product or service, although the Government

profession would be reluctant to abandon its freedoms for restrictive controls and to hand over its traditional pharmacy business. The speaker added that even Mr Braun, a director of the EEC Commission could not believe that the Society would blindly support draft directive five. It was doubtful if it would be adopted in its present form.

"We all know that with a shrinking number of pharmacies, redundancies and serious personal losses can occur but what is paramount is the serious restriction to the public of pharmaceutical advice as well as the loss of a convenient dispensing service. Will the public, the new NHS community councils, the Government and the Pharmaceutical Society sit back and let this first class public service disappear?"

Mr Howarth's conclusion was that he did not think that retail pharmacy and retail trade should be divorced but should continue in "cohabitation".

acknowledges that this rule may be too harsh in some situations.

The Price Commission would also be able to delay price rises of medium-sized companies from the present 14 days to 28 days. Other amendments would require pre-notification to the Commission of price increases under cost adjustment clauses introduced after March 26. These clauses provide for automatic price increases when costs rise, which at present do not need to be pre-notified.

## 'Script' service for elderly

A prescription collection and delivery service for the elderly and infirm is to start soon in Calney, Coventry.

For a trial period of six months, the Canley Residents Association will collect the prescriptions on a "good neighbour" basis and take them to the local sub post-office. Three Canley pharmacists will dispense them.

The scheme is to be carried out in consultation with the Coventry Pharmaceutical Committee and the Pharmaceutical Society.

Mr F. Crosland of Swinton, Lancs, receives a cheque for £500, the first prize in a competition recently organised by Sweetex for retail pharmacists. Presenting the cheque is Mr R. Danforth, sales manager Crookes Anestan Ltd. Right, is the area sales representative, Mr A. Pennington.





# New faces for NPU Executive

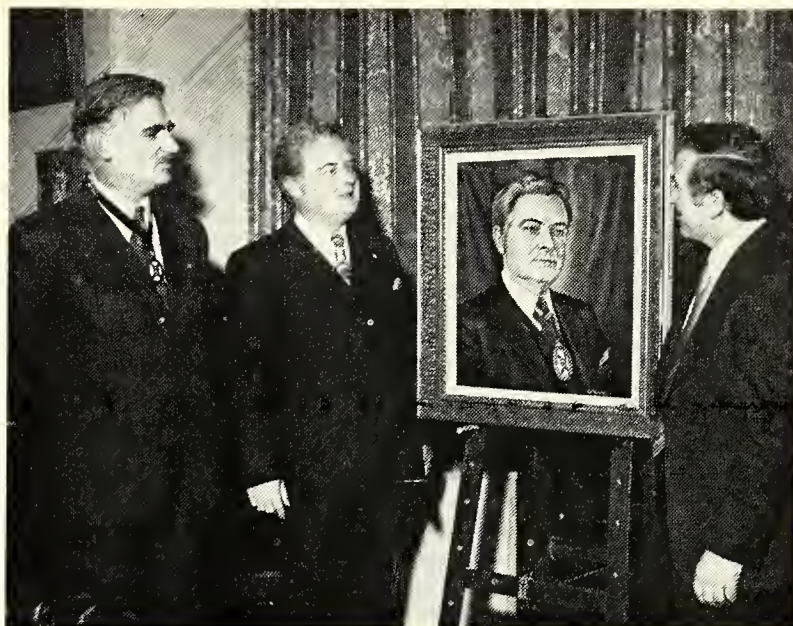
The National Pharmaceutical Union Executive Committee has three new members as a result of the elections just completed. Mr A. Aldington did not seek re-election in the Metropolitan area, nor Mr A. Wewells in Southern 1 area. They are replaced by Mr Lewis Priest and Mr J. C. N. Wilford.

In the Southern 3 area, Mr J. O. Bond lost his seat to Mr G. J. Hendra. Mr Bond was involved in a tie in the Central Contractors Committee election (C&D March 1973) and at Sunday's area committee representatives meeting (p 376) he lost his place that committee to Mr R. R. C. Kitchen. The NPU election voting figures were:—

<b>Metropolitan</b>		
Lewis Priest	elected	257
G. Wewells	re-elected	236
N. Sharpe	re-elected	173
Jackson		156
J. Masters		122
<b>North-east 2</b>		
R. Rutter	re-elected	107
Hazelhurst		91
<b>North-east 3</b>		
Royce	re-elected	108
Larder		92
<b>North-west 3</b>		
C. Leigh	re-elected	139
S. Knowles		108
<b>Southern 1</b>		
C. N. Wilford	elected	128
R. More		94
<b>Southern 3</b>		
J. Hendra	elected	124
O. Bond		91
<b>Western 1</b>		
Maddock	re-elected	41
P. Lowe		40
<b>Western 2</b>		
T. M. David	re-elected	110
R. Evans		72

In Northern Ireland, Mr T. I. O'Rourke was returned unopposed.

In a ceremony at Irish Society's headquarters recently, Mr R. J. Power, immediate past president, presents his portrait to the Society. In the picture are, left to right, Mr J. Semple, president, Mr R. J. Power and the artist, Mr Pat Phelan



## Contractors reject container offer . . .

A 0.1p increase in the container allowance has been rejected by the Central NHS (Chemist Contractors) Committee. The Department's offer is described as "totally inadequate" to cover recent increases in the cost of bottles.

The Committee is again to press the Department to carry out a factual inquiry into the present cost of containers being used, with a back-dating of the new allowance to January 1.

## . . . and 'safety' plan

A suggestion that pharmacists could supply "child-resistant" containers to patients presenting NHS prescriptions, provided that an appropriate charge was made, has been rejected by the Central NHS (Chemist Contractors) Committee.

The proposal — by the Department of Health — was felt by the Committee to give the impression that the safe-keeping of dispensed medicines rested on the patient's ability to pay. A statement by the Committee following its meeting on Tuesday said: "In any case the Committee was not convinced that available safety containers provide an adequate degree of protection and that therefore their use

may engender among the public a false sense of security and a lessening of care towards medicines not similarly packed.

"If the Department disagreed with that view it should make it a requirement for all dispensed medicines to be supplied in 'safety' containers and for the pharmacist to be reimbursed accordingly without the charge falling directly onto the patient." The Committee considers the public should continue to be educated to keep all medicines out of the reach of children.

## Man with gun demands drugs in pharmacy

Miss Carmen Morgan, the young pharmacist who was managing premises opposite the old Bailey bomb blast last year (C&D, March 19, 1973, p 326), was confronted by a gunman while in charge of a West London pharmacy last week.

At 9 pm — the pharmacy is open until 10 pm — a man with a scarf round his face and holding a gun entered the dispensary and demanded cocaine, morphine and heroin. He was told that these drugs were not stocked. Next he produced a plastic bag and demanded that it be filled with amphetamines.

Miss Morgan, who was alone with a girl pharmacy student working as an assistant, asked the man to wait outside the dispensary. He went, but probably because a customer was becoming impatient in the shop and was "tapping an umbrella on the floor". The man picked up his bag and "ran for all he was worth" said Miss Morgan, who closed the premises and called the police. No trace of the man was found.

## Doctor left blank forms

A Mexborough doctor left blank signed prescription pads with local pharmacists for them to fill in later, the General Medical Council Disciplinary Committee was told recently.

The police had discovered the arrangement whereby certain patients could obtain drugs from the pharmacies without any written authority by the doctor, Dr William Dallas Smith. He was later convicted of conspiring to contravene the Therapeutic Substances Act 1956 and the Committee decided he should be suspended from the register for 11 months.

## Doctor seeks to abolish barbiturate prescribing

An Ipswich doctor is hoping to persuade doctors to stop prescribing barbiturates. Dr Frank Wells, chairman of the Ipswich Liaison Committee on Drug Abuse, feels that barbiturate prescribing has continued at an unnecessarily high level for too long. He has written to several medical journals inviting doctors to join in setting up an action group on barbiturates.

Dr Wells told C & D he wished to see eventual control of these drugs under the Misuse of Drugs Regulations. Dr Wells said his partners have prescribed no barbiturates, apart from phenobarbitone in epilepsy, for the past three years. During this time there have been no deaths from overdoses in their practice of seven and half thousand patients.

Some patients were transferred to non habit-forming alternatives and then persuaded to do without hypnotics altogether. All patients were able to give up barbiturates within three months.

"Already a fearful amount of damage has been done to teenagers who have misused barbiturates just because they have been so widely available."

Dr Wells suggests that doctors should not prescribe barbiturates to people under 18 nor to persons unknown to them, so that temporary residents should not be able to obtain supplies until their previous doctor has been consulted.

So far Dr Wells has received a "gratifying response" to his letters. He recently conducted a similar campaign to persuade doctors to stop prescribing amphetamines.



# Chemist is best buyer but poorest seller

The retail pharmacist was "the best buyer but the poorest seller" among shopkeepers said Mr A. G. Trotman, managing director, Independent Chemists' Marketing Ltd, last week. Speaking at the Royal Society of Health's Pharmaceutical Group Luncheon Club, Mr Trotman again emphasised that the majority of retail pharmacists could never expect to derive a satisfactory level of income from pharmacy alone. Therefore otc sales were vital to them.

The Care voluntary trading organisation was set up for independent chemists to assist them in buying on favourable terms, in providing a unified advertising and merchandising service etc. The scheme had attracted just over 2,000 members since it began but because of the shortage of goods of the right type available for promotion, recruitment had temporarily been suspended. Continuing Mr Trotman said "The Care scheme, of course, has its critics, and the major criticism has come from the use of the word chemist in advertising. Those of us with the responsibility of communication with the shopping public (via newspaper advertisements) know the importance of 'directing' readers to the shops to which the advertisement applies; the whole purpose of advertising is to increase shop traffic. Unless our advertisements clearly and boldly state the type of shop to which the Care symbol is applicable, the real value of the advertisement is lost. Our research indicates that the vast majority of retail pharmacists wish to identify themselves as 'chemists' — the name by which they are known to the British public. We respect the views of individuals and official bodies that wish to retain 'chemist' as a restricted title, but to help the independent chemist to compete — to stop chemists' shops closing at the rate of close on 300 per year — to continue to maintain a high standard of pharmacy service to the public, something must be done."

## New controls on nitrates in Northern Ireland

New controls on potassium nitrate and sodium nitrate come into effect in Northern Ireland on April 2.

It will be an offence for anyone to manufacture, sell, acquire, transfer, store, transport, handle, use or dispose of these chemicals or any mixture or solution containing them (except fumigants) without a licence.

The introduction of the Explosives Regulations (Northern Ireland) 1974 means that any pharmacist wishing to stock or sell potassium nitrate or sodium nitrate must apply immediately for a

licence, giving his reasons. Each application will be judged on its merits. Application forms are available from the Northern Ireland Office, Firearms and Explosives Branch, Room 309, Donald House, Belfast BT4 3SU.

Pharmacists without licences must get rid of all stocks of the chemicals by April 2. For large quantities the police will arrange to have stocks taken away and give a receipt and a claims form on which the pharmacist must state the cost price of stocks before returning the form to the address above.

A licence will be refused if stocks of potassium nitrate or sodium nitrate are held only for veterinary use.

## Fine of £480 for inadequate records

A Pinner pharmacist was fined £480 last week for failing to keep adequate drug records.

Mr William Carter, director, Carter Chemists, 24 Bridge Street, Pinner, pleaded guilty to 12 summonses of failing to keep a proper record of drug transactions. He asked for 161 similar offences to be taken into consideration, the offences taking place in August-September 1973.

Some of the offences were said to have occurred because he was using an old loose-leaf register which was falling apart, others were caused by difficulties occurring when wholesalers failed to supply duplicate delivery notes and other offences involved prescriptions not written correctly by the doctors who would also be prosecuted.

## Budget—only marginal changes in VAT

Among the changes announced by the Chancellor in his Budget on March 26:—  
VAT: Sweets and soft drinks brought within the tax range from April 1

NATIONAL INSURANCE: Contributions, employer's flat rate up 44p, employee's contribution reduced by 9p

CORPORATION TAX: 52 per cent for 1973 financial year, small companies 42 per cent, Co-ops 40 per cent

POST OFFICE: Provisional plans point to first class letters 1p up to 4½p, second class up ½p to 3½p. Telephone bills increase 15-20 per cent

CUSTOMS AND EXCISE DUTIES: Spirituous beverages increased £2.10 per liquid gallon. Other spirits except perfumed spirits increased £1.56 per proof gallon. Wines customs duty increased £0.545 per liquid gallon. Wine exceeding 42° proof spirit additional duty for each degree or fraction of a degree in excess £0.045 per liquid gallon. Excise duty on all British wine up

£0.545 per liquid gallon. Estimated increase of 20p per bottle of spirits and 10p per bottle of wine.

PETROL: Subject to VAT April 1.

OVERDRAFTS: No tax relief.

## Bloomsbury sale delay might have cost £1m

If the Pharmaceutical Society had not sold its Bloomsbury property last year but waited until now the Society would be about £1 million the poorer. This was mentioned by Mr Desmond Lewis, the Society's secretary and registrar last week when he replied to the toast to the Society at the annual dinner of the Western (London) Pharmacists' Association. The property, he said, was bought twelve years ago for £260,000 and the sale last year realised £4.2m — a reasonable price based of course on the site's potential development value. Since then there had been a fall of around 25 per cent in property site values in London.

About the new site at Lambeth Mr Lewis said there was "nothing to see yet" although work had commenced. It was supposed to take 27 months to complete but none of the builders would give either a firm price or a "delivery date".

Speakers at the dinner, congratulated branch member Clifford Evans on receiving the year's Charter silver medal.

## Imferon recall

Fisons are asking pharmacists to withdraw from stock some batches of Imferon of which control samples have shown the gradual deposition of particulate matter. The batches concerned were filled into 20ml ampoules, batch no DA11A and 2ml disposable syringes, batch no FT4A. Pharmacists should return stocks of packs bearing those batch numbers to Fisons Ltd, Pharmaceutical Division, quality control department, Regent Street, Loughborough, Leics. Further supplies of Imferon in all presentations are available in adequate quantity.



Mrs E. J. Kimber, a member of staff at the Cowley Centre, Oxford, branch of Rexone Ltd, is congratulated by Mr M. Dickin, Radiol sales manager after he had presented her with a colour television set, first prize in the Biovital crossword competition for pharmacy assistants. The competition was organised by Dr Schieffer—International, Cologne, and their UK distributors, Radiol Chemicals Ltd.



# People

**John Vane**, group research and development director of Wellcome Foundation Ltd has been elected a Fellow of the Royal Society. Dr Vane is one of thirty-six scientists whose election was announced on March 22, and is described by the Royal Society as being "distinguished for his work on prostaglandin metabolism and on the mechanism of anti-retic and analgesic action of aspirin and similar substances".

**Hugh Campbell**, representative for Arthur H. Cox & Co Ltd in Scotland is retiring on May 1 after 23 years' service. In addition to enjoying a very wide circle of business friends and associates, Mr Campbell was a prominent figure at golfing tournaments and was a past secretary of the Scottish Pharmacists' Golfing Society, and of the Edinburgh Chemists' Golfing Society. He will be succeeded by Mr Ianville Ramsden, the son of Mr Peter Ramsden, the company's Yorkshire representative.

## Deaths

**Mr John Irvine Hall**, 55, 25 Baberton Crescent, Juniper Green, Midlothian. Mr Hall was formerly chief pharmacist at Western General Hospital, Edinburgh, having qualified in 1928.

# News in brief

Any person objecting to transfer under the NHS reorganisation may appeal by means of the provisions given in the NHS Staff Transfer Appeals and Schemes Order (Amendment) Order 1974 (HM Stationery Office, SI 1974 no 378, £0.06).

The Department of Health is to set up small grants committee, chaired by the chief scientist, to consider applications for research grants in health and personal social services. Projects considered will be up to £20,000 total and last for not more than three years.

About 120 ampoules of morphine and morphine were stolen in a raid on the pharmacy of Falkirk Royal Infirmary recently. Other drugs, including barbiturates, were also taken in the raid which Press reports described as "one of the biggest" drug hauls in Scotland. An arrest has since been made.

The US Food and Drug Administration has announced the recall of a batch of cortisone acetate tablets 25mg manufactured by the Panroy Division of Ormont Drug and Chemical Company, New Jersey, because an asthma preparation was found mixed with the cortisone tablets. The asthma preparation contains theophylline, ephedrine hydrochloride and phenobarbitone and FDA say potentially 15 per cent of the "cortisone tablets" may be the asthma preparation.

# Topical reflections

BY XRAYSER

## Whither?

The questions asked towards the end of your editorial comment last week deserve serious consideration, for the future of pharmacy in this country depends on finding the correct answers. What is right for British pharmacy? Should it be purely professional or should it be professional tradesman? The question becomes more pressing with the passing of time, for the commercial outlook becomes more marked every year.

It seems strange that the United States, which led the way into the paths we have followed, is now seeking to find whether what has happened pharmaceutically is what the public really wants. You quote the Dichter report as "showing a strong desire (by the public) for the return of the personal pharmacist". I am convinced that that same desire exists here and, indeed, I have had experience of it, but how evident can it become in the wrong atmosphere?

## The extra sale

Dichter goes on: "Pharmacies cannot become supermarkets nor can they base their merchandising approach on the fear that the supermarket might sell an extra tube of toothpaste or bottle of shampoo. At some point it is going to be imperative for either the pharmaceutical profession or the individual pharmacist to make up his mind whether he is going to be tradesman or professional. He cannot be both." That, I submit, is precisely the situation in Britain—but the slide continues in the trading direction, in the main, and it is left to the individual to make up his own mind, despite organised large-scale efforts to superimpose the practices of the supermarkets and stores on to pharmacy as a whole.

We have made little attempt to discover what the public wishes in the way of a pharmacy. They make many and varied visits for all manner of things. They go there when they require medicines for illnesses of all kinds, from the trivial to the very serious. And when they have need of medicine for a serious condition they sometimes are forced to seek it from establishments which effectively conceal their true purpose behind a facade of cut-price shampoos and hair-tints—the last place on earth that the uninitiated would expect to find pethidine for a severe condition. The atmosphere and the background are wrong, and even the presence of the personal pharmacist in such surroundings must fail to impress the discerning.

## Who decides?

What is said in the Dichter report applies to pharmacy the world over, and I commend the simplicity of the language. I am afraid I cannot say the same for the report of the public relations consultants in connection with the Care scheme. I read your quotation from it, as I had read the original in November last, and must confess to being no further forward. You pose the question in regard to pharmaceutical service, should it be the public or the profession that decides? Ultimately the public does. It tends to shop at the supermarket or supermarket-pharmacy for its shampoos and hair preparations and to go to the more dignified pharmacy for its surgical sundries and medicines.

To cater for the public needs in the field of medicines to the ultimate exclusion of the catch-as-catch-can may be shortsighted, as we are frequently reminded, but it is a more rewarding occupation. There are still pharmacists who derive satisfaction from practising their art, otherwise there would be no hospital service. And there are still pharmacists in general practice who eschew the cut-and-thrust of modern merchandising. First things first.



# Letters

## Relationships undermined

I think it is rather naive of Messrs. L'Oreal to say that when they have opened the "flood gates"—that is supermarkets—for their product Ambre Solaire, it would not affect their relationship with chemists. But it might affect the chemists' relationship with them.

If I had to depend for my livelihood on sales of L'Oreal products I would not live long.

W. J. Taylor  
Londonderry

"Chemists' supplies will not be affected," claim L'Oreal, after announcing distribution of Ambre Solaire through grocery outlets. Rubbish!

Allocations of stock have for the second year running been kept back by at least 25 per cent. I am sorry but I no longer believe anything that L'Oreal now state. Obviously they must have a new policy—"Sell the chemist down the river".

I for one have had enough and many of my colleagues on the south coast feel the same. Last year I, and I believe others, refused to stock their new toiletry line as a token protest. This year I am certainly not recommending Ambre Solaire (not having much to sell anyway, the local grocer has it all). I am also seriously contemplating not stocking other lines in their range as of now.

In these troubled economic times the last company we want to support is one who kicks us when we are down. Now is the time to kick back, action speaking louder than words.

Michael Reynolds  
Highcliff, Hants

## Counting the cost

I've known him for a number of years; we have a number of common local interests. I have therefore always had more than a professional interest in his well being and he has regularly confided in me. Therefore there was no obstacle to discussion when he brought in a "problem" script. The difficulty was not one of interpretation but of stock.

The request was for "Tabs slow K mitte 500, 1TDS; Valium 200, 1 twice daily" I could not meet all the demands and when I explained that he could have but 100 of the first item and all of the second, he said there would be enough. "After all" he added, "I have just been given these to tide me over until I visit the hospital." When asked about the date of his consultation he said it was "in less than three weeks".

I was still trying to work it out when I read the news item "Patients should know more of drug dangers" in last week's C & D. It refers to a drug that is available to the public only on prescription and said to be responsible for 217 deaths. My

customer is a sensible sort of chap but even so 500 tablets instead of say 70 and 200 instead of say 45 is surely adding unnecessarily to drugs in circulation to say nothing of the cost.

The news item reveals that "the dangers of some drugs should be more widely known to the patient says a report in a *British Medical Journal*". Surely it should begin by educating its readers in mathematics and costs.

Abacus

## Where do candidates stand?

What does the Pharmaceutical Society do for us, its members, and each one a public ambassador? Just at the moment I find myself hard pressed to find any constructive efforts for us.

We were not consulted or supported by the Council when they glibly accepted the terms of the Common Market draft directives—thank heaven for Mr Braun. They quietly sat back and saw their powers as our statutory controllers taken over by the NHS in the new legislation for reorganisation.

Surely this must be the time for the Society to step into the age-old problem of the lack of supervisory testing of all dispensing for hospital out-patients and by dispensing practitioners. As an employee representative on the North Yorkshire AHA's chemist contractors committee I was shocked to find at a meeting to discuss and accept the model drug testing scheme for April 1 that even if we chose not to accept then the Family Practitioner Committee will still pass the scheme since it is theirs to accept once we have been "consulted".

At this time of Council elections we must ask candidates what they are going to do for us.

E. Croucher  
Thirsk, Yorks

## Confusion?

A Hampshire pharmacist has sent us a photocopy of the prescription shown below. It has fifteen items, a record for one form so far as his business is concerned. He writes: "As you can see, the quality of the doctor's handwriting is excellent and the entire prescription could be used as an example to other less diligent members of that profession". Less confusion for the pharmacist, perhaps. But for the patient...?

Rx Digoxin 0.25mgm <sup>50</sup> m 50	NP
hasix 40mgm on m 50	Slow K i tds m 150
DF 118 i pm m 100	Ketantyl 10mg pm m 1000ml
Butacote i tds m 150	Stemetil 5mgm tds m 150
Librium 10mgm tds m 150	Theogard i tds m 100
Tinal 200mgm i-ii on m 100	
Ampicillin 250mgm gds m 80	
Amoxicil 250mgm gds m 80	
Mist Morph 5 lpecac 10ml gds 2x 500ml	
Diconal i-ii tds m 200	Two HUNDRED
Triptaphen DA i tds m 150	

## Hazard of topical drugs in the eye

A potential hazard in the use of so topical ophthalmic preparations was mentioned by Mr J. H. Stewart-Jones, lecturer in the department of ophthalmic optics a visual science, City University, at an evening meeting at the Pharmaceutical Society headquarters last week.

Asked to expand on the observation that eye colour affects drug efficacy, said this was universal for topical ophthalmic drugs, especially those affecting the autonomic system. The chromatophores of the uvea created some difficulty for drug penetration, and it was, for example, more difficult to dilate a brown iris than a blue. Many proprietary preparations, especially contact lens solutions, contained a small percentage of phenylephrine, and in susceptible subjects—those with a narrow anterior chamber and corneal damage—this could cause dilation of the pupil and precipitate an attack of glaucoma.

Questioned on isotonicity of eye drugs Mr Stewart-Jones said it appeared not a matter because of dilution by tears.

In his paper, the speaker said that topical preparations were effective mainly in the anterior segment of the eye, the main barrier of penetration being the first layer of non-keratinised stratified epithelium of the cornea. He then outlined the actions and uses of the main groups of drugs.

## Warning on anticoagulants and chilblain tablets

A reminder that proprietary chilblain treatments containing vitamin K can adversely affect anti-coagulant therapy is given in a recent *British Medical Journal*.

Two Manchester doctors describe a patient who had been adequately treated with nicoumalone until she started a course of tablets containing nicotinamide 50mg and acetomenaphthone 10mg.

W. B. Pharmaceuticals Ltd, makers of Gon tablets, are planning to print new labels on the larger packs warning against use of the tablets in patients taking anti-coagulants. A spokesman from the company said that previously warnings had been given on their data sheet and patient cards for warfarin, the onus being on the doctor to tell the patient which preparations to avoid.

## 'Slow acetylators' may show more side effects

The response to certain drugs may vary according to the patient's ability to acetylate them.

The latest *Drug and Therapeutics Bulletin* says about 60 per cent of people in Britain are slow acetylators, the rest are rapid acetylators. The former may suffer more frequently from unwanted side effects to drugs which are metabolised mainly by acetylation, particularly isoniazid, hydrallazine, phenelzine and sulphasalazine.

Reducing the dose of drug usually eliminates these effects and treatment can continue.



# Let Carnation help you reap bigger profits from this year's corn crop...

**Jackie**  
ROXY HIGH, LEVITY THINGS AND BARE HILLS

**Money**  
SIXING

**Woman and Home**  
18. Home

**Woman's Own**  
10. chit to make from towel

**Woman's Weekly**  
NEW! AUSTRIAN SEWING MACHINE! FULLY AUTOMATIC! 100% GUARANTEED! 100% SATISFACTION!

**Comic Strip:**  
I won't dance... don't ask me!  
WHAT'S WRONG, ANGIE? DIDN'T YOU HIT IT OFF WITH MIKE?  
NO IT'S NOTHING LIKE THAT... IT'S THESE SHOES, THEY'VE RUINED THE EVENING!  
IT WAS REALLY GREAT TO START WITH...  
THEN MY FEET STARTED HURTING. I'LL NEVER WEAR THESE ROTTEN SHOES AGAIN!  
DON'T YOU BELIEVE IT? I GET THEM THATS WHY I KEEP CARNATION CORN CAPS HANDY!  
YOU KNOW WHAT YOU'VE GOT CORNS!  
CORN! YOU MUST BE JOKING. THEY'RE FOR OLD PEOPLE!  
CARNATION CORN CAPS HAVE A DOUBLE ACTION - THEY RELIEVE PRESSURE & PAIN AND SOFTEN THE CORN FOR EASY REMOVAL!  
LOOKS LIKE ANGIE'S GOING TO DANCE ALL NIGHT!  
YES THAT'S WHY WE CALL HER DANCING FEET!  
**CARNATION make the going**  
TRY CARNATION CORN PAINT TOO!

**When the going gets hard on your feet let Carnation soften up life a lot...**  
Don't suffer in silence. If you do develop a corn on your foot, buy a packet of Carnation Corn Caps and put them on - fast. Carnation Corn Caps have a double action. They relieve your foot to rest and ease the pain. They also soften the corn for easy removal. Carnation Corn Caps are for those who can't stand the pain of a corn. You can put them on in the shop.

**CARNATION CORN CAPS**  
MADE IN ENGLAND  
CUXSON, GERRARD & CO. LTD.  
OLDBURY, WARLEY, WORCS. ENGLAND

**CARNATION®** — the big name in Corn Caps and Corn Paint — is poised to launch a hard-hitting consumer advertising campaign throughout the Summer in a variety of popular women's magazines.

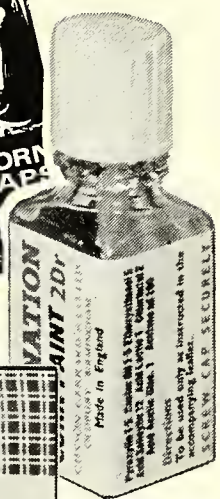
The campaign will be split into two — the first appealing to the younger women, the second addressing itself to the older market.

The campaign breaks in June and goes through to September. These are the magazines which will carry Carnation advertising:

"HONEY" "19" "JACKIE" "WOMAN'S REALM" "WOMAN'S OWN" "WOMAN'S WEEKLY" & "WOMAN & HOME".

**with a combined readership of over 22 million!**

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# New products

## Babycare

### Babymilk Plus from Cow & Gate

A new baby milk with a reduced calcium and phosphorus content is being introduced by Cow & Gate for feeding babies from birth onwards. Babymilk Plus (454g, £0.43) is a blend of milk, lactose, cream and vitamins and the composition of fat, protein and carbohydrate has been adjusted to that of breast milk.

In the recommended 1 in 8 reconstitution, Babymilk Plus contains 65mg calcium and 50mg phosphorus per 100ml compared with 101mg calcium and 77mg phosphorus per 100ml in cows' milk. The lactose content is 50 per cent higher than in cows' milk. The fat is butterfat, all the vitamins required for normal healthy growth have been added and the milk provides 3g protein per kg daily.

The company has produced a new leaflet for mothers, acknowledging the advantages of breast milk and explaining the use of Cow & Gate babymilks. The food will be advertised nationally on television and in specialist mothercraft magazines during the next 12 months. Detailed advertisements will also appear in the medical Press.

Babymilk Plus will be supplied to hospitals as sterilised prepared feeds which are interchangeable with the powder. The feeding leaflet given to mothers on discharge from hospital refers her to the pharmacist for supplies.

## Cosmetics and toiletries

### A fragrance from Revlon

Ciara is a fragrance created by Charles Revson. Described as "round, fresh, alluringly sensual", the fragrance offers a choice of intensity — a highly concentrated perfume and two Colognes, 100 strength and 80 strength. The range consists of a 7cc perfume (£6.50), a 14cc perfume (£11.50), and a 28cc perfume (£20.00), plus a 63cc Cologne spray in the 100 strength (£4.50) and 80 (£3.50), and a 70cc Cologne in the 100 (£4.50) and 80 strengths



(£3.50). The fragrance comes in a faceted glass bottle and is packed in a gold box (Revlon International Corp, 86 Brook Street, London W1Y 2BA).

## Pre-moistened tissues

The latest addition to the Aquasil range of personal freshness products is Aquasil Fresh-n-clean tissues (£0.20) — 10 pre-moistened tissues in individually sealed sachets. The product is being introduced nationally, following a successful 1972 test market; and backing the launch is a sampling trial offer to readers of *Woman and Home* magazine who also get a coupon giving 3p off their first purchase. CIBA-Geigy (UK) Ltd, Simonsway, Manchester.

## Sundries

### Sure-lok plastics cap

A "Sure-lok" cap has been developed by Polythene Drums Ltd, East Gillibrands, Skelmersdale, Lancs, for use with its range of 25 litre plastics containers. The cap is 55mm internal diameter and has a Buttress thread form with four threads per inch, which the makers say gives quicker sealing and greater sealing area.

A finger grip configuration is set half-



way up the cap. The nitrile rubber gask inside the cap is held in place by four retaining beads and four additional guide spacers. The makers say the cap has passed hydraulic and drop tests required by the United Nations for carriage of dangerous goods.

# Prescription specialities

## TERRA-CORTRIL NYSTATIN cream

**Manufacturer** Pfizer Ltd, Ramsgate Road, Sandwich, Kent, CT13 9NJ

**Description** Yellow cream containing oxytetracycline 30mg as calcium di-oxytetracycline, hydrocortisone 10mg and nystatin 100,000 units in each gram of perfumed water-miscible base

**Indications** Steroid-responsive dermatoses where there is a risk of secondary bacterial or fungal complications

**Contraindications** Tuberculous lesions of the skin, herpes simplex, vaccinia and varicella

**Method of use** Thoroughly cleanse affected area and apply small amount two to four times daily

**Precautions** Caution in infantile eczema because of the risk of suppression of the adrenal function following absorption. Should not be used in large amounts or for prolonged periods in the first trimester of pregnancy. Discontinue use if severe allergic reactions occur

**Side effects** Allergic reactions to oxytetracycline may occur occasionally, but are rare

**Storage** In a cool place. Shelf life 18 months

**Dispensing diluent** Dilution not advisable

**Packs** 30g tube (£1.25 trade)

**Supply restrictions** PI, TSA

**Issued** April 1974

## DERMOVATE scalp application

**Manufacturer** Glaxo Laboratories Ltd, Greenford, Middlesex UB6 0HE

**Description** Clobetasol propionate 0.05

per cent w/w in a transparent, slightly gelled, isopropyl alcohol/water base

**Indications** Psoriasis and eczemas of the scalp, including seborrhoeic dermatitis

**Contraindications** Viral and dermatophyte infections of the scalp. Hypersensitivity

**Method of use** Apply once or twice daily reducing to once daily or less as improvement occurs

**Precautions** As for Dermovate cream and ointment. Keep away from eyes and naked flame

**Side effects, Storage** As for Dermovate cream and ointment

**Packs** 25ml (£0.83 trade), 100ml (£2.94)

**Supply restrictions** PI, TSA

**Issued** April 1974

## TAVEGIL injection

**Manufacturer** Sandoz Products Ltd, Sandoz House, 98 The Centre, Feltham, Middlesex

**Description** Clear, colourless solution each ampoule containing 2.68mg clemastine hydrogen fumarate equivalent to 2mg clemastine base

**Indications, etc** As for Tavegil tablets

**Dosage Adults** — 1 or 2 ampoules daily

**Children** — 1 ampoule or part ampoule daily according to age. For intramuscular injection

**Packs** Boxes of 5 ampoules (£0.78 trade)

**Issued** March 1974

## Ketalar injection

Ketalar injection is now available to hospitals only, in a 5ml vial (£1.35 trade) from Parke, Davis & Co, Usk Road, Pontypool, Mon NP4 8YH. The vial contains ketamine hydrochloride equivalent to 100mg ketamine base per ml with 1:10,000 benzethonium chloride as a preservative

## Betadine 100ml

A new 100ml pack of Betadine gargle and mouthwash is being introduced on April 8 by Napp Laboratories Ltd, Hill Farm Avenue, Watford WD2 7RA. Basic NHS price is £0.24, retail £0.39.



# Trade News

## The photo album leaves

A free "photomatic" album leaf with each colour film developed and printed is the latest promotion from Napcolour Ltd, 76 Over Bridge Street, Colchester. The photographs are held in the album pages without adhesive or corners. Covers for the album will be available to customers at a special price of £0.69.

Napcolour—said to be the largest independent photofinishers in the UK—says the tests "give all the indications that the promotion will be big and successful." Its aim is to fulfil four criteria: to appeal to everybody, to be something people would want to collect, to push quality rather than gimmickry and to make people take more pictures. Napcolour add that the scheme is designed to promote without sacrificing sellers' profits.

## New Kodachrome in USA

Three new Kodachrome films providing improved colour reproduction and other advantages have been announced by Eastman Kodak Co, Rochester, USA.

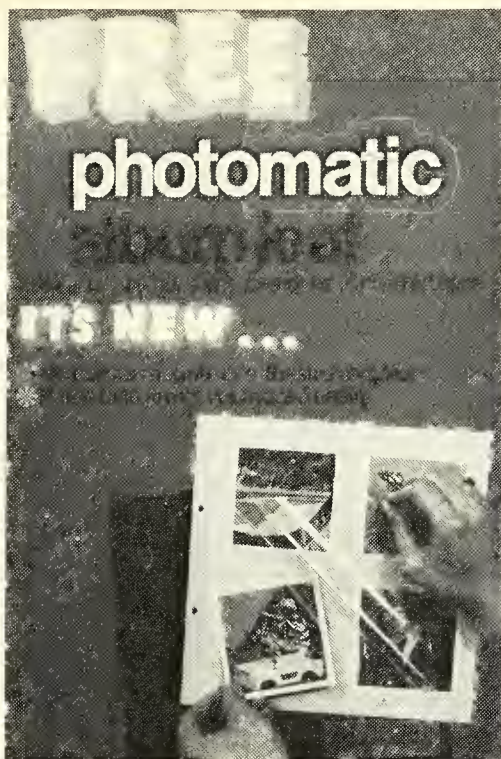
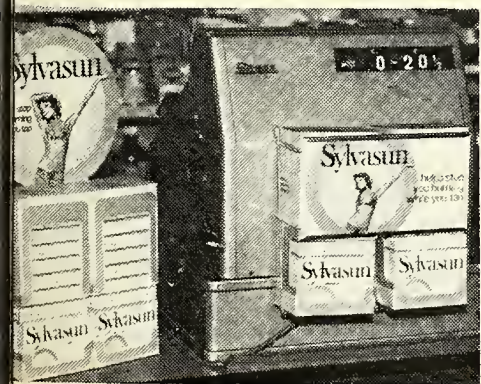
The new slide and cine films incorporate A speeds in their names:— Kodachrome 25 film (daylight), 64 film (daylight) and 40 movie films (type A). The new films will replace the current Kodachrome films in the USA during the summer and autumn of this year but will not be available in Europe until early 1975.

## Sylvasun holiday promotion

Chefaro Proprietaries Ltd, Crown House, London Road, Morden, Surrey, are aiming to provide service directly 45 per cent of chemist outlets for Sylvasun this year. They hope, they say, to motivate the retailer to increase the display area given to Sylvasun, and they have produced new display material to help him. The material includes a till dispenser, crowners, and window stickers.

To promote the product still further to the retailer the makers are mounting a Sylvasun jet-away trade competition with prizes of a two-week holiday for two in the Caribbean, or the Canary Islands, with runner-up prizes of a weekend in Vienna located to sales areas. Special bonuses and discounts will also be offered.

Chefaro are planning to spend £120,000



on advertising this year featuring full-page colour advertisements in leading magazines, the colour magazines of the *Sunday Times* and *Observer*, and in holiday brochures, booklets and ticket wallets distributed by tour operators. Posters displaying the product will also be seen in the South.

## Mental health booklets distribution

The National Pharmaceutical Union has discontinued providing a distribution service for the following health booklets published by the National Association of Mental Health. Teenagers To-day, Schizophrenia, Phobias, Children Apart (autistic children), Out-of-Step (psychopaths).

When first issued these booklets were published by the British Medical Association and formed an integral part of the Family Doctor list. For the past two years they have been supplied direct by NAMH to NPU at wholesale terms, but NAMH has now handed over distribution to Bookstalls Services Ltd, 169 Maldon Road, NW5. NPU understand that this company will only accept orders at the full face price plus postage, and pharmacists are therefore advised to refer inquiries to Bookstalls Services.

## Unichem to distribute photo goods

UniChem Ltd, Crain House, Morden, Surrey, are entering the photographic market by offering Kodak and Polaroid films and Philips flash bulbs and cubes. General sales manager, John Speller, says the decision, in response to requests from customers, was not easy to make. "There are many factors which render this type of wholesaling activity very different from those areas with which we are familiar. The market has been traditionally haunted by supply difficulties. But we shall, with the full co-operation of the firms concerned, do our best to overcome these problems and offer the best service possible."

These lines are being added to UniChem's counter service and will be eligible for rebate.

□ UniChem's special offers for April include:— Radox salts and liquid, Super Matey, Johnsons baby soap, Sylvasun,

Alberto VO5 spray, Pearl Drops, Scholl's foot spray, SR toothpaste, Day-Long, Kousa Naturally Light, Loxene Shampoo.

## Distribution of Beetham range

The Beetham range of glycerin preparations (with cucumber, lavender, rose water or white lilac), and Beetham's Larola skin lotion, are now being distributed by Farillon Ltd, Selinas Lane, Dagenham, Essex. Beetham's hand cream has been discontinued.

## Bonus offers

May & Baker Ltd, Dagenham, Essex RM10 7XS. Anthisan cream and Anthical cream 25g tubes. 10 invoiced as 9. April to September 30 through usual wholesalers. Higher bonus terms for larger quantities through the company's representatives.

Napp Laboratories Ltd, Hill Farm Avenue, Watford WD2 7RA. Betadine gargle and mouthwash 100ml. 14 invoiced as 12 on orders up to 2 doz; 15 invoiced as 12 on 3 doz or more. From representatives or direct.

The new skin care display unit which holds three bottles each of cleansing lotion, skin toner, hand and body lanolin and moisturizing cream, six beauty mask tubes and 24 beauty mask sachets from Thos Christy & Co Ltd, North Lane, Aldershot, Hants.



# on TV next week

Ln — London; M — Midland; Lc — Lancashire; Y — Yorkshire; Sc — Scotland; WW — Wales; and West; So — South; NE — North-east; A — Anglia; U — Ulster; We — Westward; B — Border; G — Grampian; E — Eireann; CI — Channel Islands.

**Anadin:** All areas

**Askit:** Sc

**Asp: o Effervescent:** Ln

**Close-Up:** All except A, We, B

**Body Mist:** All areas

**Brylcreem:** All except Sc, G

**Crest toothpaste:** Y

**Head & Shoulders:** Sc, U, We, B, G

**Oil of Ulay:** Sc, So, A, U, B

**Spille's Choice Cuts:** Y, NE

**Vosene:** All areas



# AN ENTERPRISING AND HISTORIC COMPANY

## Company profile

MACFARLAN SMITH LTD

The recent removal of the home and export sales offices of Macfarlan Smith Ltd from the London area to the company's manufacturing site in Edinburgh (last week, p 346), is merely a matter of "coming home" because the company and its "parents" have had their roots in the Scottish capital since the 18th century.

### Scientific discoveries

Macfarlan Smith came into being as a result of the "marriage" in 1960 of the two pharmaceutical manufacturers J. F. Macfarlan, founded in 1780, and T. & H. Smith, founded a little later in 1827. Both progressed along similar lines and were connected with many scientific discoveries and innovations, including the anaesthetic use of ether and chloroform. The companies were also linked with such pioneers in medicine as Lord Lister, Sir James Young Simpson and Dr William Gregory.

After the merger of Macfarlan and Smith and also three years later when they became a subsidiary of Glaxo Laboratories the business continued to be principally the extraction of medicinal substances from various types of vegetable raw materials such as barks, roots, seeds, and

leaves. As *C&D* readers will have seen from the company's announcements, the products include codeine and other analgesics, cough suppressants and purgatives.

The importance of exports to the United Kingdom's economy is well known as is the fact that the contribution made by the pharmaceutical and chemical industries is well above the average for other industries. Less well known is the valuable contribution made by the smaller companies. Macfarlan Smith has about 200 employees. The company has its own export sales force and that it has been successful is obvious since 60 per cent of the company's production of pharmaceutical chemicals in bulk is shipped overseas to as many as 80 different countries. In the last three years their exports have risen by 45 per cent, a fact that was recognised nationally with the presentation of the Queen's Award to Industry last year. They were one of only five companies in Scotland to receive the award.

Long before the export drives of recent decades, both Macfarlan and Smith had an eye to overseas markets. Over a century ago they exhibited at various centres. While some of the products offered 100

years ago would have little interest in today's medicines, their display at the Great Exhibition in London 1851 certainly included aloin and cantharidin.

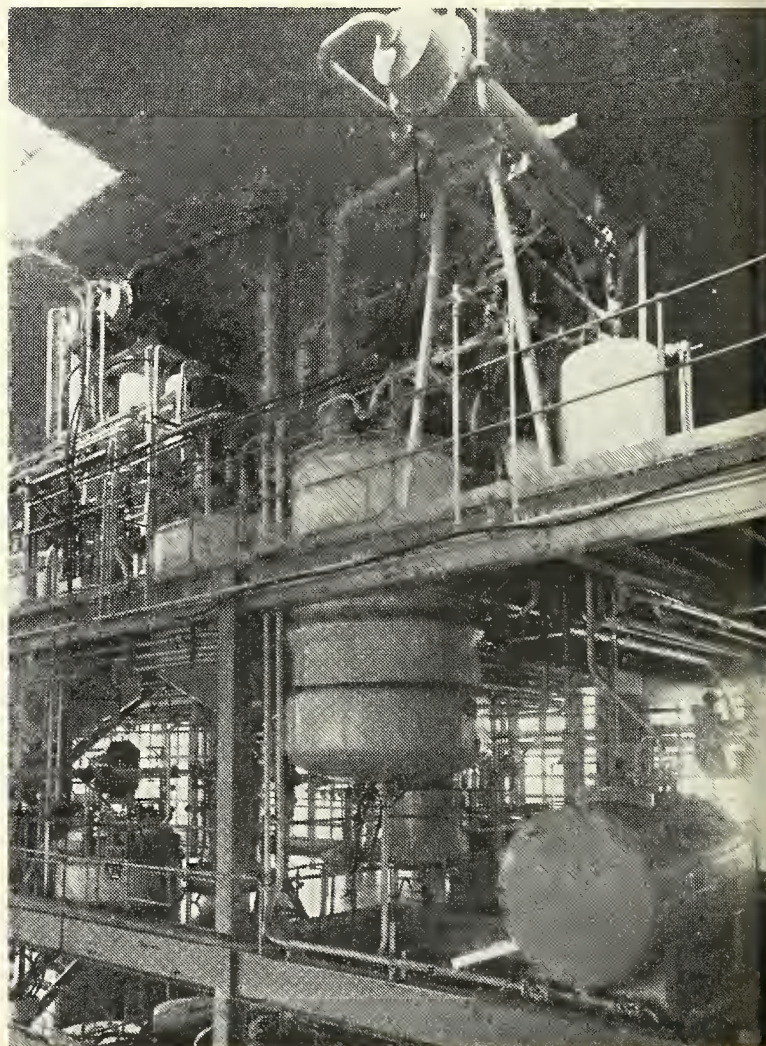
Among the more important products, other than alkaloids, supplied by the company today is Bitrex which has been described as the bitterest substance known and is used mainly for denaturing alcohol. Whether or not it was the environment in which the works are situated that stimulated research in this field — they are surrounded by a brewery, a distillery and huge bonded warehouses — might be debatable, but there is no doubt that the product has a good sale overseas especially in the United States.

Chairman of the company is Mr P. Scruton, BSc while the two executive directors are Mr G. G. Halliday, MSc, FRIC, factory manager, and Mr P. Mackenzie, MPS, sales manager, both having more than twenty years' service. Mr Mackenzie is as present chairman of the Association of the British Pharmaceutical Industry's standing committee on standard formulary medicines. Home sales are the responsibility of Mr I. J. Frith, BA, and Mr T. N. Fraser is export sales manager.

Packages ready for despatch to Turkey



The main production building at the Edinburgh factory







# 17 GREAT NEW PACKAGE DEALS FOR EUROPE.

British Airways introduces Economy Pack. It's the new, cheap way to fly all kinds of things to the following 17 European destinations:

1. Barcelona 2. Basle 3. Berlin 4. Bremen 5. Brussels 6. Cologne 7. Dusseldorf 8. Frankfurt 9. Geneva 10. Hamburg 11. Hanover 12. Madrid 13. Malta 14. Munich 15. Stuttgart 16. Vienna 17. Zurich.

Economy Pack rates are in some cases as low as surface rates. In every case they're more than 50% lower than the general cargo rates. (For example, 400 kilogrammes to Frankfurt may have cost you £94 in the past — with Economy Pack it's £42.)

To use Economy Pack all you do is pack your goods on a standard size pallet — up to 40" x 48". You can load the pallet with different items in different sizes and different weights — strap them on — and send the whole pallet to us.

We don't touch the goods. We fly the whole pallet. And because of that it can be very, very cheap.

Contact your cargo agent or telephone Jim Devitt on 01-759 3242 ext 4860 or send in the coupon.

To: Jim Devitt, British Airways Cargo,  
Heathrow Airport London, P.O. Box  
99, Hounslow, Middlesex.

Please send me further details of  
Economy Pack rates.

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

CD2

**British**  
**airways** **cargo**



**This spring  
Philishave  
will get even  
closer to  
even more  
men.**



# Massive advertising push to boost your sales.

**"The closest shave of my life happened on platform 16, Waterloo Station."**

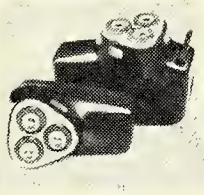
*By Peter Heaney—Insurance Executive*



After all, I had had a close shave just 90 minutes ago—or so I thought. He explained to me that the new Philishave had 90 extra cutting edges, that it delivered 85,000 cutting strokes per second.

That's why he said it can shave so close and get the beard my shaver left behind. When my boss asked me why I was late, I told him: I just had the closest shave of my life.

**PHILIPS**  
Simply years ahead.



It was a cold and wet February morning. I had just got off the 7.34 from Reading. Suddenly a hand grabbed me. Some guy wanted me to test an electric shaver for television.

Onelly I smiled to myself. I had just shaved about 90 minutes ago. I told him so.

But he was insistent so I said "Why not?" He handed me the shaver—it was one of those new Philishaves with floating heads.

After I finished running the Philishave over my face he opened the shaver. Out came bristles—my bristles. I was speechless.

## Press campaign for new models.

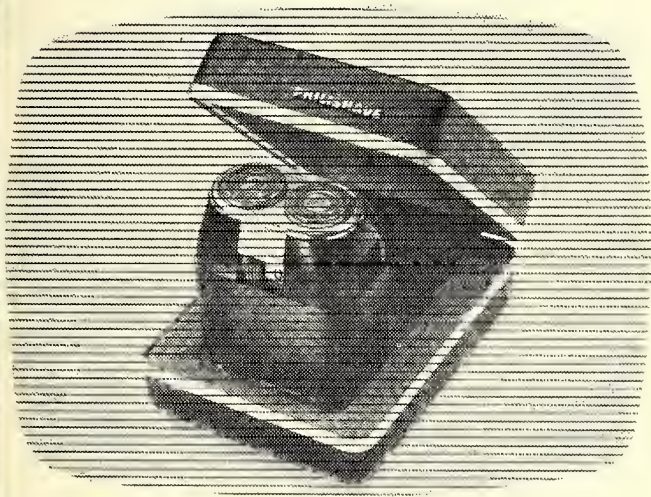
A big national launch introduces your customers to the new Philishave Electric Shavers—the Philishave 3 De Luxe 90 Super and the Philishave 3 Special 90 Super. Both boast three floating heads... 270 whisker-trapping slots... and over 5 million cutting strokes a minute.

The campaign makes the most of prime space in the big nationals—Daily Mail, Daily Mirror/Record, Sun, People and Belfast Telegraph. 75% of the target market will see it an average of six times each.

## National TV for battery shavers.

To promote Philips battery shavers we're running a hard-selling 15-seconds commercial to point out the product's convenience and ease of use.

When you see it in April and May, you'll be joined by three-quarters of all adult males in the U.K.



# These big campaigns will generate a big demand.

# Make sure you can meet it.

# Stock up now!



**PHILIPS**  
Simply years ahead.





## You too will eat better with Canovel.\*

Canovel can add piquancy to your profits. It's easy to stock, even easier to sell.

Canovel is highly thought of and sought after. It is the dietary supplement for dogs and cats that's so often recommended by Veterinary Surgeons. Many Chemists with pet corners have discovered the wisdom of supplying Canovel to their pet owning customers, and so too, can you.

Take advantage of our current advertising; Radio Times, Our Dogs, Kennel Gazette, Tail Wagger, Dog World and Dog News. Display our 50, 200 and 1000 tablet containers of Canovel in your shop. There's also a full colour Canovel showcard free for the asking.

You can get Canovel from your usual wholesaler. So why not add Canovel to your profits now?



\*Trade Mark



**Beecham Veterinary Products**

Beecham House Brentford Middlesex TW8 9BD Tel: 01-560 5151



European veterinary conference, Dublin

# Veterinarian calls for EEC interprofessional liaison

Joint consultative machinery between pharmacists, veterinarians, and the pharmaceutical industry should be produced at a European level, suggested Mr P. D. Storie-Pugh during the conference session on future harmonisation of veterinary medicines regulations in the EEC.

Mr Storie-Pugh, president of the EEC liaison committee of veterinarians (the group representing national veterinary associations), referred to the UK method where representatives of the Association of the British Pharmaceutical Industry, the Pharmaceutical Society and the veterinary organisations discuss points of mutual interest. Such relationships "are able to smooth out many difficulties and misunderstandings," he said, adding that the UK arrangement "has proved to be of real value".

The liaison committee had reacted strongly to a suggestion from another quarter that the existing rights of the veterinary surgeon in most countries to buy, hold and dispense products should be taken away. Its view was that the need to reduce to the minimum the cost of treatment compatible with safety, meant that harmonisation of legislation should be based on "the right given to the veterinarian to obtain direct supplies . . . which he administers himself, or which he gives to the owner of the animals he treats." The proposal was not only justified by economic considerations "but also by the frequency of cases where the inevitable weakness of stocks at the point of distribution is incompatible with immediate intervention in an appreciable number of sick animals." Such a view had been previously expressed at a symposium of the British Pharmaceutical, Chemical and Allied Industries Association.

## Black market

"In the harmonisation of future legislation, there must be better provision for the distribution of medicaments which are not on a general sale list," said Mr Storie-Pugh. The "black market" in veterinary medicines was "of scandalous proportions"; he had been told that in one country the "black market is the only market".

The dispensing of veterinary medicines was a difficult problem because of abuses of supply on the "black market", suggested Dr J. Schiltges, a Luxembourg government official and vice-chairman of the EEC veterinary liaison committee. Only the harmonisation of legislation would clear up "this anarchical and scandalous market". The number of distributive sources should be reduced, and the manufacture and supply of veterinary medicines should be restricted to pharmacists and veterinarians. It implied that a veterinary surgeon could keep a stock of such medicines — this could be justified by virtue of his training

— although it was not allowed in all countries at the moment.

Mr S. Hignett, president of the Royal College of Veterinary Surgeons, called for "a realistic approach to safety tests." While it must be reasonably certain that the veterinary medicament was safe for the animal to which it was administered, "on the other hand let us avoid cloud cuckoo land, otherwise the expense of, and delay in, testing will render the medicament quite uneconomic and will

discourage the pharmaceutical industry from developing new products. When an industry is put in a straight jacket it is inevitable that initiative is stifled."

Mr Hignett suggested that on national and international regulatory bodies there should be people "with a wide experience of the production and testing of veterinary pharmaceuticals, vaccines and sera." Such people should not however still retain "commitments to outside bodies," including pharmaceutical companies. "Human nature being what it is, one cannot feel happy about the security risks."

There were as yet no draft directives dealing with vaccines and sera. Mr Hignett "strongly recommended" that any harmonisation of regulations dealing with such products should be based on the existing British Veterinary Codex "in which are laid down procedures for safety and efficiency testing which in the main, have proved over the years to be workable and reliable".

## No fundamental change in UK legislation

When the UK comes to implement EEC legislation on veterinary medicines "we shall not be faced with making any radical or fundamental changes to our own legislation," according to Professor C. S. Grunsell, chairman of the Veterinary Products Committee.

Speaking on the present situation of medicines legislation, Professor Grunsell described the system under the Medicines Act 1968. "My first impression is that, in spite of the differences of approach, there is a good deal of common ground between the Commission's proposals and UK legislation," he said. The most important differences between the two were that the Commission's proposals were not concerned with vaccines and sera, there was no animal test certificate or similar proposal for field trials ("I just wonder whether the absence of such an arrangement would reveal a gap in the control of medicine?"), and the proposals tended to set out restrictive lists of requirements, on labelling for example, whereas UK legislation favoured a more flexible approach.

Turning to the Commission's proposals for the mutual recognition of member states' licences, Professor Grunsell said he believed it a goal "for which we should all strive . . . I do however have grave doubts as to whether this can be achieved as easily as the Commission's draft directive implies." Other discussions had revealed "distinct differences of view", for example about the acceptability of medicinal feed additives, "and these differing views will inevitably spill over into the field of medicinal products." He felt it would be a long time before agreement was reached. A common licensing agency could arise later.

Describing the Medicines Act controls in detail, Professor Grunsell said that it had been found useful in certain circumstances to grant a small number of licences for less than the usual five years. Such an example would be where an application for a product licence was satis-

factory, but the Licensing Authority might have doubts about the product's efficacy when used on a large-scale commercial basis. A licence might then be given for a shorter period to allow the product to be evaluated in full commercial use. The Act's definitions of a substance which was required to be controlled were widely drawn and it would be difficult to envisage any substance used in veterinary medicine which would fall outside the Act, he said. Proposals on the retail sale of veterinary products he described as "well advanced" and statutory regulations would be made "in due course" to set out labelling requirements.

In the mind of legislators, there was only one kind of medicine, whether it was used for animals or man, said Mr P. Dumas, administrator director general, Specia, Paris. That obviously had to be corrected as veterinary medicines were adapted to their special use. They should be economical, and thought should be given to any consequence on human health from the consumption of products from animals treated with such medicines.

In France, draft legislation was proposed which would be examined in the next parliamentary session. In the proposals only pharmacists, vets, and some approved farming organisations which had veterinary surgeons on their staffs would be able to prepare, stock and supply veterinary medicines. The manufacturer's authorisation would come from the Ministries of Agriculture and Health, and would last for five years.

Professor L. Bellani, director general, veterinary services, Ministry of Health, Rome, said a law of 1934 gave the Italian Health Ministry the right to issue product licences. All medicinal specialities must be registered — there were more foreign than Italian medicines on the market in Italy — 80 per cent came from research by multinational companies. They were now considering new legislation, but there was a problem of trade names and patents.

*Continued on p 372*





From left to right: Mr P. Dumas, Professor Dr L. Bellani, Professor C. S. Grunsell, Professor Dr A. M. Frens.



From left to right: Dr J. Schiltges, Dr P. D. Stone-Pugh, Mr S. Hignett, Dr T. Murphy.

## Veterinary Conference

*Continued from p 371*

### State 'should guarantee right to manufacture'

The right of a manufacturer to make a certain product must be guaranteed by the State, according to Dr M. Debackere, director, Institute for Pharmacology and Toxicology, University of Ghent, Belgium.

Speaking on the standardisation of registration requirements, Dr Debackere said that this could only be done by a licensing system. Guarantees would have to be given that the patents "will be protected and respected" in the respective countries. "This is to prevent, as we all know, that in some countries of the EEC, a lot of protected and registered products are imitated, irrespective of their patents, by some chemical or pharmaceutical industries who would not hesitate to export them, mainly by illegal traffic."

Dr Debackere, who is a member of the Belgian Medicines Commission, said that the Belgian definition of what was a medicine was a substance or preparation presented as having curative or therapeutic properties. However the wording "presented as" had led to illegal traffic, with substances being described as "chemical substances". He pointed out that too large, as well as too rigorous a definition could have disadvantageous consequences.

"In the framework of the EEC and internationally," said Dr Debackere, "uniformly accepted standards for the testing of drugs at pharmacological, clinical and toxicological levels are needed. Otherwise it will not be possible to avoid the conflicting claims which are frequently made about the activity of drugs." That was frequently due to lack of basic co-operation in the conditions under which the trials had been carried out.

Dr Debackere continued: "It is likely in the future that only in scientifically and economically viable countries will there be sufficient money and knowledge available" for the official testing to be carried out by the authorities. Smaller countries would be more dependent on manufacturers for such testing. "It would be very useful therefore, for such companies to have official guidelines for their work to ensure acceptance of their products in as many countries as possible." As pharmaceutical research was expensive, "we must avoid drug testing which has been done in one country being repeated in other countries."

Dr Debackere described a possible dossier for registration. The chemical nature, purity, stability, and composition of the proposed medicine should be guaranteed in the analytical part. The pharmacological part should contain the results of pharmacological research, including dosage, side effects. The clinical part should describe the clinical trials performed in the same animal species and for the same indications for which the medicine was proposed. The toxicological part would also include information on the toxicity of residues, as well as acute, semi-chronic or chronic toxicity test results. The registration dossier could be examined by an advisory committee of specialists.

Belgian experience, Dr Debackere said, showed that a standardisation of legislation about distribution was also necessary. The distribution chain should be kept short to make the control as efficient as possible and to keep the selling price economic.

### Common viewpoint needed in interpretation of results

It is not the results of scientific experiments but the interpretation given to such results which causes disagreements, stated Professor Vuillaume, president of the French veterinary medicaments commission.

Speaking on how a common viewpoint could be arrived at, taking into account conflicting scientific opinions, Professor Vuillaume said that the draft directive defined a veterinary medicine in two ways. One was "restrictive", where a substance described as being presented as having therapeutic or prophylactic properties was taken as a medicine. The other was "wide ranging", including all substances administered to animals in order to restore, change or correct an organic function. In the second category water could be described as being a medicine if it was given to a thirsty animal as it would restore an organic function.

Other points of disagreement were the length of the "withdrawal period" between the administration of the last dose of the drug and the eating of the animal product, at what level the safety coefficient for a feed additive should be (the acceptable dose in a laboratory animal is divided by the safety coefficient to give a dose considered harmless to humans), and the value of residue and relay residue testing.

The draft directive group had a "working method" for the testing of new veterinary drugs, said Professor Vuillaume, but he had always objected to the proposed

method. The method used the requirements for human medicines, but added residue tests were expensive. He thought the medicines currently on the market would continue to be used, but few companies could afford to develop new drugs.

It may be necessary to change the spirit in which the experts in Brussels draw up regulations, he said. Each country should speak of their own requirements in order to help to draw up requirements covering all EEC countries.

Mr P. Egan, veterinary consultant, Irish pharmaceutical industry, suggested that there should be discussion about consolidation and rationalisation of existing legislation rather than harmonisation. "Otherwise it appears to me that we are trying to achieve the unobtainable. Let us determine those areas on which we are in agreement and then proceed with harmonisation from that point."

Later he said "surely progress will only be made if the areas of common agreement are first agreed and accepted and the pattern of harmonisation built on this more solid base. In my view, much that is contained both in the directives and in the draft directives is based on over-cautious assumptions of dangers for man."

Dr P. Guinee, head of the bacteriology laboratory, National Institute of Public Health, Holland, said that antibiotics should be used less indiscriminantly in animal feeds. The use of drugs like chloramphenicol and neomycin should be restricted to an absolute minimum to prevent further loss of therapeutic value.

## Films

### Sit in on selling

*Distributive Industry Training Board, MacLaren House, Talbot Road, Stretford, Manchester M32 0FP. Colour. Sound. 16mm. Running time 20 minutes.*

"I am a customer. I am not a difficult person to get along with, but..." That is the opening line, spoken by Peggy Mount in this new training film which sets out to examine the attitudes of sale staff towards the customer.

Peggy Mount, as a formidably vocal customer, wanders by accident into a training session conducted by co-star William Franklyn and makes her own contribution to the proceedings. The film, which also features Richard Briers and Peter Adamson, looks at the role of the sales person, the final aim being the creation of a satisfied customer.

Available only to DITB levy payers for purchase (£99) or loan (£4 per day).



# Work for historians

Britain has an enormous amount of material waiting to be investigated by pharmaceutical historians said Dr T. D. Whittet, president, British Society, History of Pharmacy, during the annual weekend conference held this year at Cambridge, beginning on March 22.

He mentioned local city, town, county and borough records and minute books. There were also muniment books, lists of admission of Freemen, and sometimes records of ancient guilds. Some local history books contained occasional references to apothecaries and chemists and druggists. The directories of cities and towns from about the mid 18th century frequently gave the names and addresses of medical, pharmaceutical and allied practitioners.

The registers of many churches go back as far as the 16th century, some even earlier. The records of births, marriages and deaths often included some details of the occupation of the husband or father. The accounts of the churchwardens provide details of payments to apothecaries for the treatment of the sick. Church memorials to apothecaries exist, many bearing the coat forms of the apothecary.

Wills and inventories are to be found in the Public Records Office and in county and city record offices.

Between the 16th and 18th centuries licences to practise medicine, surgery, pharmacy and midwifery were granted by the Episcopal Courts and numerous lists of these are in diocesan archives in various parts of the country.

In the archives of the ancient universities there should be many documents valuable for pharmaceutical and medical research. Advertisements, trade cards and shop signs reproduced in collections of trade cards exist in various museums.

The collected papers and diaries of some distinguished families could yield valuable information. Dr Whittet appealed to all the members of the Society to make "good use of all these treasures".

## Grass roots

Four years work among the apothecary apprenticeship records provided a paper by Mrs J. Burnby — "The Grass Roots of Pharmacy". She began by referring to the account books of Thomas Pott, apothecary of Coventry 1711-1732 in the Derbyshire Record Office.

"From them we learn that he sold 'currans' and spice and starch and also carried out phlebotomies". On the back pages "we can read of the problems he had in stabling his horse when visiting Lord Craven at Combo and the names of his druggists in London".

By using parish records, Mrs Bott's bills, inventories Salt's *History of*

*Staffordshire* and *The Natural History of Staffordshire* by Dr Plot of Oxford, "we find out that his father Septimus Bott had also been an apothecary in Coventry" and the family had owned a sizeable acreage, furthermore there were cousins who were mercers in Burton on Trent.

It was not always easy to find these apothecaries tucked away in their seclusion. One excellent source was the Public Record Office, Chancery Lane, London, where were the registers of apprenticeships.

In theory each worker in a craft guild passed through being an apprentice, a journeyman and then a master.

### Apprenticeship premiums

In 1709 it was decided to impose a tax on apprenticeship premiums. Contracts relating to indentures, covenants or agreements relating to the service of clerks, apprentices or servants had to be stamped at either the head office in London or at one of the provincial centres. The Act gave rise to 72 large volumes. Numbers one to 40 running from October 1711 to October 1810 refer to London and adjoining districts. Volumes 41 to 72 from May 1710 to September 1808 dealt with those of the country collections. Each entry gives the date of the tax collection, and if applicable the date of arrival in London, the name and abode of the master, his trade or craft, the length of the service, details of the indenture, the name of the apprentice, with, in the earlier years, the father's name, trade profession or social position and his abode. Finally there is the consideration money and the tax paid on it.

Barber surgeons were numerous in the records in London in the first half of the 18th century. There were lists of 8 or 10 of them "one after another". Mrs Burnby

said "It seems as if all the indentures signed at the Barber Surgeons Hall within a given period were taken to the tax collector's office and stamped, all at the same time."

The study of the Inland Revenue records has shown to what trades the apothecaries, surgeons, chemists and druggists put their sons.

Philip Pear, druggist of Exeter apprenticed his sons John and Philip in 1716, one to an upholsterer and the other to a serge maker. Eighteen months later William was placed with a surgeon.

If a son was to follow in his father's footsteps the parent was the apprentice-master, but sometimes the boy was sent to a friend perhaps as Thomas Holphyde, son of a Cambridge apothecary to Thomas Barrow, citizen and apothecary of London.

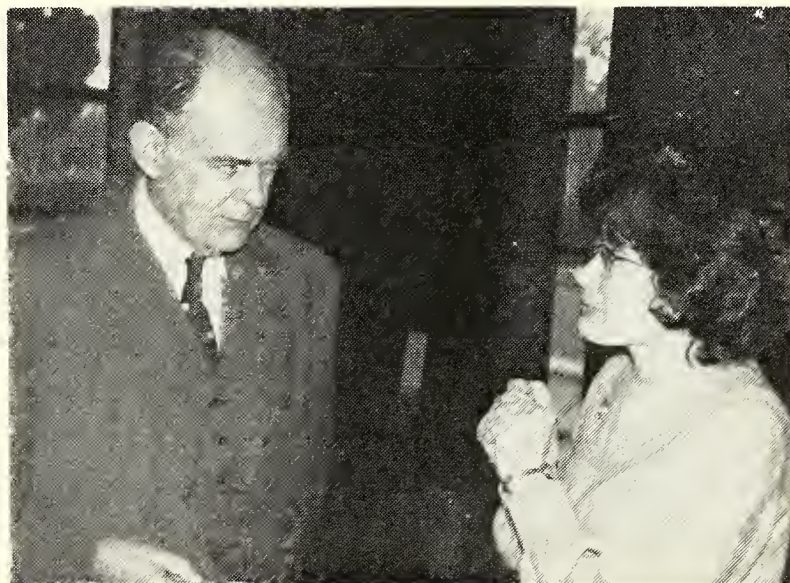
Some sons passed down the social scale as would be the case when Henry, son of Thomas Greenwood, an apothecary in Warwickshire was placed with a cutler of Birmingham for a mere £3-4-6; others rose as when Thomas Head a "drugster" of London articulated his son William with "William Vaux of Clements Inn, gentleman and attorney of Her Majesty's Court of Common Bench, Westminster".

An analysis of the apprenticeship records by Mrs Burnby revealed that volumes 1-5 run from October 1711 to October 1717 and on the masters side there were entries for 1,183 apothecaries, surgeons and barber surgeons of which no less than 773 are barber surgeons. There were references to three druggists. In volumes 6-9, November 1717 to February 1724 the picture is similar—960 apothecaries and only 5 druggists.

### John and Jacob Bell

An interesting little problem occurs in volume 38. On October 1, 1799 John Bell, chemist etc of Oxford Street took an apprentice Jacob Bell for five years the premium being £250. "Could this be another Jacob Bell or is it just possible that Jacob was not the son of John as is always supposed?"

John Bell, said Mrs Burnby, had quite a bunch of young apprentices. In January 1801, Thomas Zachary joined him and in September 1806 he took on three more all at the same time — Henry Cockfield, George Southam and Robert Ellwood, all for different sums of money and for different periods of time.



Miss D. A. Hutton stressing a point to Dr A. Rook after giving the paper on William Heberden's materia medica and therapeutics



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## Mithridatum and theriac

William Herberden's materia medica and therapeutics" was the title of a joint paper by Dr J. K. Crellin and Miss D. A. Hutton.

Herberden was born in 1710 and after schooling in Southwark entered St Johns College, Cambridge in 1724.

Herberden suggested that a large part of the Pharmacopoeial list of 200 items could be discarded as useless were it not for the inclusion of mithridatum and theriac. He was an outspoken critic of those preparations and their continued recognition in the 18th century pharmacopoeias. In 1745 whilst the revision of the pharmacopoeia was in hand he published his essay "Anti-theriac" ridiculing the erroneous assumptions about its origin and effectiveness against poisons.

He pointed out that the original formula of this universal antidote had four ingredients—20 leaves of rue, two nuts, two dried figs and appropriately, a grain of salt.

He did not then persuade the conservative Royal College of Physicians who held on" to theriac and mithridate until 1788. Even then it seems they parted from reluctantly since its proposed exclusion from the new pharmacopoeia had to be referred to the whole College by the revision committee.

Herberden had the satisfaction of being present when the College voted on their exclusion in 1786. Most of Herberden's therapy was moderate in an age of heroic remedies. He continually revised his treatment and studied his case notes from which he drew his main contributions to medicine, publishing original observations on angina, nettlerash, tuberculosis and he questioned the indiscriminate blood letting in fevers.

## Discovery of insulin

After dinner on Saturday night, Professor Frank Young talked on the discovery of insulin. He recalled the work of Banting and Best and the publication of the clinical trial results in March 1922. He then dealt with the work of N. C. Paulesco who in 1908 published observations on the extirpation of the pituitary gland from 4 dogs. Before 1900 while in Paris Paulesco with Dastre had begun to investigate the possibility of preparing extracts of the pancreas but when he returned to Bucharest in 1900 the pituitary work dominated his attention. Later in connection with investigations on the formation of glycogen in the liver, he again took up work on the preparation of pancreas extracts and by 1916 found that the intravenous administration of an aqueous extract of pancreatic tissue into a depancreatized dog produced an immediate though temporary relief of symptoms. War intervened, and he was unable to proceed further until 1920 when he confirmed his earlier observation.

Recently a number of authors had pointed out that Paulesco's publication pre-dated Banting and Best's first paper of 1922 and that the two sets of observations were similar. There could be little doubt that Paulesco as well as Banting and Best obtained a pancreatic extract containing insulin. There is also a high degree of

probability that Zuelzer and perhaps others, including Blumenthal (1898) Gley (1905), Dewitt (1906) and Rennie and Fraser (1907) also succeeded in extracting insulin from pancreas material.

However, with the availability from early in 1922 onwards of the widely based resources of the University of Toronto, and with many investigators willing and able to cooperate in the development of Banting and Best's discovery all that might have been done more slowly elsewhere was outstripped by the astonishing speed with which insulin became safely and widely available.

## Apothecaries in Cambridge

In a paper on "Physicians, Surgeons and Apothecaries in Elizabethan and Stuart Cambridge" Dr A. Rook said it was apparent that in the 16th and 17th centuries almost all medical men whether they were by training physicians, surgeons or apothecaries, were, in effect, general practitioners. It may have been true, as was apparently the case in London, that the richer patients tended in the first instance to consult a physician and the poor an apothecary, but even this was questionable since many of the apothecaries were men of great reputation. That physicians were allowed to practise surgery was well known, but the extent to which they did so had not previously been investigated.

It was traditional that the three grades of the profession were also differentiated by status and social class. The physician was commonly depicted as a dignified, highly educated scholar, the apothecary as a tradesman of moderate means and education and the surgeon as humbler still.

Investigations by Dr Rook and Mr M. Newbold showed that the successful physicians and apothecaries were moving in the same social circle and living in similar style and in similar houses. Their families often intermarried and they served as executors for each others wills. All the evidence suggested that with the possible exception of such men of international fame as Glisson, the physicians and apothecaries of Cambridge throughout much of the period under review were of equal status, and probably practised in much the same fashion. During the early part of the period however some of the apothecaries such as Burwell were still in business primarily as grocers and probably preferred to remain so.

The number of surgeons whose names have been traced was small, probably because at least some of the physicians practised surgery. However the little that was known about them confirmed the accepted opinion that the status of the surgeon rose towards the end of the 16th century.

"There would seem to be good grounds, on the basis of this attempted reconstitution of the personnel of medical practice in a small provincial town, for suggesting that economic factors, imposed by the limited size of the population, resulted in different methods of practice and different interprofessional relationship from those which are said to have been customary in London."

Dr Rook also presented a paper on "John Addenbrooke and his hospital". It was not known how extensive Addenbrooke's practice was in Cambridge but it was usual for them to practise from their rooms in College. Before he died Addenbrooke ordered all his papers to be burned in his presence. "We therefore know little of him as a man". His only publication was "An Essay on Free Thinking", a dull and obscure work.

Mr Newbold also collaborated with Dr Whittet in a paper listing eminent Cambridge apothecaries.

They reported that by the beginning of the 19th century many apothecaries of Cambridge, like those elsewhere had largely changed from the practice of pharmacy to that of the general practice of medicine, and the chemists and druggists had appeared on the scene. At this time several practitioners used a mixture of titles, eg William Tinney, surgeon and apothecary, William Beales, druggist and surgeon and surgeon and apothecary, Joseph Stanley, apothecary-druggist, David Wray, surgeon-apothecary, Thomas James Heckford, apothecary-surgeon, Thomas Pettit, surgeon-apothecary and Charles Orridge, chemist and druggist (c.1818). Dr Whittet said it was interesting to speculate whether he was an ancestor of Benjamin Brogden Orridge, founder of Orridge and Co and a founder member of the Pharmaceutical Society. B. B. Orridge was born in Malta in 1814 and apprenticed to his uncle who was a chemist in Colchester. Benjamin founded the firm in 1846 in Bucklersbury, the traditional street of the apothecaries. The company now has several provincial branches. It specialises in valuation and stocktaking of pharmacies.

## Business Q&A

*In the event of a business being sold the assets, if it is a pharmacy, usually consist of a lease, goodwill, fixtures and fittings and stock. Stock is, of course, the subject of valuation, but a price is agreed for the other assets. It is then necessary to divide this price up over the assets concerned. Is it best to attribute the higher value to the lease or goodwill, and what about the fixtures and fittings?*

If the fixtures and fittings are sold at their income tax written-down value, there will be no liability for balancing charges. This leaves the lease and goodwill. Leaseholds are a wasting asset if they are for less than 50 years, so that the cost of acquisition is steadily reduced for capital gains tax purposes. Goodwill, on the other hand, is not a wasting asset, so that in principle it is usually best to attribute less to the lease and more to the goodwill. This is a generalisation, however, and your accountant should advise you in the light of the actual figures.



# 'Eternal vigilance' to protect contractors' independence

The profession may have to fight to ensure that Part IV pharmaceutical services at health centres continue to be provided by contractors and are administered by the Family Practitioner Committees, Mr G. T. M. David, chairman of the Central Contractors Committee, warned on Sunday.

Addressing a conference of Area Contractors Committee representatives, he foresaw advantages for the profession in decentralisation under the new NHS organisation—decision making should be quicker and easier and the officials would be more accessible than "faceless bureaucrats" at the Department. But many people at area level (Mr David saw regional administration quickly disappearing) would be hospital orientated, especially in rela-

tion to health centres, and many AHA members saw the Family Practitioner Committees in time being absorbed into the area authority. "This we must try to prevent because the existence of the FPC guarantees our independence", said Mr David.

The speaker advised contractors to "work with" the area pharmaceutical officer—closer liaison with hospital pharmacy could help general practice greatly in respect of, for example, new drugs, continuing treatment and emergency services, and general practice might play a part in providing services to the small community hospitals. But to press his earlier point, Mr David concluded: "The price of freedom is eternal vigilance".

## Advice for committee members

The two pharmacist members of Family Practitioner Committees must demonstrate by their conduct that pharmacy is an essential part of the NHS, said Mr R. G. Worby to the Area Chemist Contractors Committee representatives.

Mr Worby, who is a member of the Central Contractors Committee, secretary of an ACCC and chairman of an FPC, said that to gain its fair share of influence the profession's problem was one of recognition—much more than of parity in numbers with the dental profession! The FPC members must not become "the faceless men in the corner", and they should remember they were not there to represent pharmacy alone. Their role was to assist in the running of the family practitioner services; lay members did not have a monopoly of protecting the patient's interests and the pharmacists, as "a minority group", could help prevent polarisation between the lay and professional members of the Committee.

Mr Worby suggested that it would be tactically wise to speak of "general practice pharmacists" rather than "chemists" or "contractors" (this would strike a chord with the other professions) and of "community pharmacy" (which would attract ratepayer and council members). The aim was to present the pharmacist's functions in the most suitable manner for those to whom one was speaking.

However, it was a mistake to give the impression that pharmacists were only there for professional reasons—that money had "nothing to do with it". Instead it should be pointed out that the service given is so broad that it is almost incapable of definition. Lay members were ignorant of what went on in a pharmacy and of the responsibilities taken, and no opportunity should be lost to impress

upon them the importance of pharmacy in the community. Mr Worby showed how the consequences of health centre developments could be pointed out, not only in relation to loss of pharmacy services, but for doctors' private practice, and for local authorities left with premises if the doctors "pulled out".

The speaker respected the comparatively "united front" shown by doctors and added: "Unless we adopt and demonstrate the same confidence and faith in our own importance in the Health Service as they do we cannot hope to obtain the same recognition". Mr Worby said it was not always possible to work "with" doctors, but the pharmacists must avoid a "provocative" approach. He advised that when it was intended to disagree, however, "do your homework first".

The pharmacists should not be seen to be unnecessarily jeopardising the Committee's takeover of its new responsibilities—they should not show pharmacy as a "disruptive force" in the NHS. But it was only by protecting themselves that the professions could be in a position to look after patient's interests, and it paid to talk about problems in terms of their effect on the patient. Pharmacy closures, for example, should be discussed not in terms of bankruptcy but in relation to the suffering caused to mothers and the old. And for oxygen services, the argument should not be that "we are doing it for nothing" but that because too few pharmacists would provide the service patients might have to go into hospital at greater cost. The urgent fee could be discussed in terms of what the washing machine man charges "to cross the threshold".

A "bond of sympathy" for pharmacy should be created within the FPC: an understanding that despite the problems



Mr R. G. Worby

the profession makes tremendous efforts to serve the public. This would help when subjects such as script forgeries, hours and emergency services came up for discussion.

Mr Worby felt there was a temptation for Committee members to become "little tin gods" and adopt a rigid attitude; they felt that if exceptions were made for late openers, for example, "things would snowball". The aim should be make the snowball roll to serve the Committee's own purposes, so that those who wished to open could, while others were relieved of the duty. These things were better organised by the Pharmaceutical Committee than by a pharmaceutical officer.

Services committees were also of vital importance and should have the most experienced members serving on them. The secretary to the area committee should be in a position to advise pharmacists called before it.

Mr Worby concluded by calling for care in the selection of the area secretary and in the manner in which he was backed up. They would be more effective if they were pharmacists and adequately remunerated so they could devote the necessary time to the job. The more time they spent with those with whom they should be in contact, the more influence for pharmacy. Borrowing an advertising slogan he added: "We should never be knowingly undersold. If we don't sell ourselves, there is no one else who can—or will".

## EC10 pricing procedures

Earlier, Mr J. Charlton, deputy secretary to the Central NHS Committee, had outlined the functions and constitutions of the various committees that would take on their new responsibilities on April 1. He agreed with Mr David about the importance of the area level, and doubted whether the "non-statutory" district level would ever get off the ground.

Mr Charlton took the opportunity to outline pricing procedures in relation to EC10s (soon to be FP10s) because of the concern among contractors during a time of many price increases. The effective date of a drug price change was the eighth of



month—if before it was used for the month's scripts, if after then for the next month's. In the case of proprietaries there was a month's delay. For galenicals the price was derived from lists supplied by Evans and Macarthis, for tablets a weighted average between Cox, Evans, Lightfoot and Macarthis.

### Points of influence

In the discussion on the two papers, Mr. Clitherow, Liverpool, felt that policy could be made at area level and it could best be influenced through the lay members of the community health councils. As consumers they would be "the first to shout" and would carry great weight. Also the lay members on the joint (AHA and local authorities) consultative committee could be worth "lobbying".

Mr M. Lightfoot, Cumbria, was first to criticise the Central Committee for not giving a warning that new model hours of service and drug schemes were "in the pipeline" for approval by FPCs. This was an opportunity to raise the question of closing all outlets for drugs—including family planning clinics, dispensing doctors and hospital outpatients. He was supported by Mr M. E. Q. James, Essex, whose committee had also objected to rubber stamping the scheme. They could have "done better" if there had been discussion before the FPC meeting. Mr T. Reid, Surrey, reported on the meeting of his own FPC and his difficulty in putting the pharmaceutical case as chairman. However, the lay people on the committee had "seized upon the point" and he had support from doctors. Mr Reid thought it would encourage other committees to know that a protest before the FPC would be received "with a measure of sympathy".

Mr David promised Mr G. W. Walker, Lincolnshire, that the Central Committee would continue to press for deputies for pharmacists on FPCs. Optics had this concession, but only because their two members represented different branches of the profession.

## Cost of helping small pharmacies

What would be the cost and who would pay it? That was the first question asked when the representatives discussed the proposals of aiding the economic viability of small "essential" pharmacies (last week, 332).

Mr M. D. Brining, consultant accountant to the Central Committee, said that comments from LPCs on the initial proposals had stressed that additional remuneration should not come from the balance sheet global sum, and remuneration of large pharmacies should not be used to subsidise small pharmacies. The basis of remuneration was reimbursement of costs on an average basis; the proposed scheme implied that a "limited number of pharmacies should be reimbursed on an individual basis—"this is simply a redistribution of the global sum payable to contractors".

Ten years ago the LPC conference had

decided to end the differential on-cost, and Mr Brining estimated "conservatively" that that decision had cost small contractors not less than £20 million over the ten years. This was larger pharmacies "paid at the expense of the smaller." If the Central Committee received a mandate it would seek additional finance from the Department or other relevant source, Mr Brining added.

A total cost of £1m had been estimated, but this was £1,000 for 1,000 pharmacies—he believed £500 a year for 500 pharmacies more likely, costing only £¼m.

Among the points raised by other

speakers were the minimum distance proposed between pharmacies to be eligible for support (the two miles was only a guideline, Mr Brining replied), and the need for personal supervision by the proprietor pharmacist (it would not be possible to unravel the accounts of "branch" pharmacies, said Mr Brining).

Mr David said the document would be reconsidered in the light of the discussion; he promised that the fight against dispensing doctors would continue, but the proposals were a move to mitigate their effects.

## Failure to elect 'new blood' criticised

The results of the Central Contractors Committee elections were criticised during the afternoon session when Mr T. Reid, Surrey, said they were "not in the spirit" of the wishes of the conference of LPC representatives. The aim had been to see "new blood" infused into the committee but only two people not previously connected with it had been elected. Mr Reid proposed that members of the NPU Executive should not be eligible for nomination.

The statement drew applause from the audience, but Mr David thought it inequitable that Executive members should be "disenfranchised". There had been non-

Executive candidates but they had not been returned. Mr J. C. N. Wilford, E. Sussex, believed that the LPCs were only seeking a "democratic" election—difficulties could be overcome by giving every committee member a vote instead of one vote per committee. Mr Walker, Lincolnshire, regretted that no biographical details on candidates were available and Mr R. R. C. Kitchen, Dorset, believed this lack favoured the existing members, as did the short notice.

It was agreed that the Central Committee would consider the points raised in the discussion and report back to a "properly constituted" conference.

## Westminster report

### 'Direct' pharmacy service rejected

Mr David Stoddart asked the Secretary for Social Services, if she will permit local authorities providing new health centres in the future to provide a direct pharmacy service rather than having such a service provided by a consortium of local private pharmacists.

Dr David Owen, Under Secretary replied that a direct pharmacy service would be provided only in exceptional circumstances, as envisaged in the Health Services and Public Health Act 1968.

### Prescription delivery

During questions in the Commons Mr J. Sillars asked the Secretary for Scotland, if he would ask each area health board to look at the need to develop policies for a prescription delivery service in village communities, a large number of which could not support normal chemist shop services.

Mr William Ross, replied "The existing arrangements whereby collection and delivery services may be introduced following consultation between executive councils and the professional bodies concerned will continue after health boards take over responsibility from executive

councils. I am not aware of any general need to draw this to the attention of health boards".

□ Mr Alan Williams, Minister for Prices and Consumer Protection, told MPs there was no change in the target date for full metrication in Britain for industry generally, but he acknowledged that the dates for completion of the change would vary sector by sector.

### Safety at work

A Bill to improve standards of protection for working people and the public was presented to Parliament last week by Mr Michael Foot, Secretary for Employment.

The Health and Safety at Work Bill provides for one comprehensive and integrated system of law dealing with the health and safety of virtually all people at work, the protection of members of the public where they may be affected by work activities and the setting up of a Health and Safety Commission and Executive to be responsible for administering the legislation.

The Bill places a general duty on employers to ensure the health, safety and welfare at work of their employees, and to ensure that premises as well as machinery in them do not endanger people using them. Manufacturers would have to ensure that, as far as possible, any articles supplied for use at work should be safe and without risks to health when properly used.

The Commission would have powers to investigate accidents or any incidents it considers require investigation.

The Bill has its origin in the report of the Robens Committee set up in 1970.



# Company News

## Three Unichem depots to be expanded

An expansion programme for Unichem depots has been set underway at Swansea, Sheffield and Leeds. The depot at Meadow Street off Gors Road, Townhill, Swansea, has been doubled in size and the stock range is being developed to include counter proprietary goods as well as drugs and galenicals. This is combined with a significant improvement in the depot's delivery service to customers.

The Sheffield depot is to be moved in June to larger premises which offer faster and easier van loading and unloading and good access routes; van services will be further improved. A larger warehousing area will permit a more comprehensive range of stock to be handled.

At Leeds, a plan to build on to the existing warehouse at Howarth Place has been agreed and work is expected to be completed towards the end of the year. The extension, which will add an extra 2,500 sq ft, will enable the depot to introduce drugs and galenicals.

## Reckitt & Colman sales up 20 per cent

From a 20-per-cent increase in sales to £255.76m in 1973 over 1972 Reckitt & Colman Ltd increased their profit before tax by 22 per cent to £29.17m. Profit after tax was £15.19m (against £13.18m).

The directors have declared a second interim dividend for 1973 and with the first interim dividend the total is the maximum permitted for 1973 by the Government. Accordingly, it is not proposed to recommend the payment of a final dividend.

## Macarthys expand their veterinary interests

Macarthys Pharmaceuticals Ltd have exchanged contracts for the purchase by them of the whole of the issued share capital of Willington Medicals Ltd, an unlisted company based in Shrewsbury and engaged in the manufacture and wholesaling of veterinary products.

The consideration for the purchase of Willington is the issue by Macarthys of 292,858 Ordinary shares of 20p each, credited as fully paid. For the year ended March 31, 1973, Willington earned profits before tax of £44,752 and had net tangible assets at the end of that year amounting to £125,198. It is estimated that Willington will earn a pre-tax profit in the region of £45,000 for the current year ending March 31, 1974.

## Willows Francis half-year

Group turnover of Willows Francis Ltd in the six months ended December 31,

1973, was £819,035 (against £757,770 in the equivalent period of 1972). Profit before tax was lower at £65,856 (£68,647) and after tax at £32,856 (£38,647). An interim dividend of 0.3675p is declared.

## Boehringer Ingelheim buy WB Pharmaceuticals

Boehringer Ingelheim Ltd have agreed with Ward Blenkinsop & Co Ltd to purchase, for an undisclosed sum, WB Pharmaceuticals Ltd and Harker Stagg Ltd.

WB Pharmaceuticals will be moving to Bracknell, Berks, during the course of the next two months but for the time being all correspondence for them should continue to be addressed to Fulton House, Wembley.

## Fisons' most profitable sector now pharmaceuticals

The pharmaceutical division of Fisons Ltd last year increased its world wide sales by 33 per cent to £34.81m. Profit derived from those sales was up 28 per cent at £5.62m.

The total trading profit of the group was £13.26m from sales up 20.1 per cent at £150.33m. Fertilisers have hitherto provided the biggest share of the profit but this year at £5.08m they came second to the pharmaceutical division despite their turnover at £19.198m being double the turnover value of pharmaceuticals.

## Photopia profit advances

Photopia International Ltd continued their growth in the half-year to October 31, 1973, but the directors say there has been some slackening since.

The interim pre-tax profit advanced by 77 per cent to £358,000 from an 80 per cent sales rise to £2.87m. For the subsequent four months up to February 28, however, sales expansion slipped to 54 per cent, still ahead of budget.

## Beatson Clark record

Beatson Clark & Co Ltd had group taxable profits of £913,000 in 1973 (against £895,000 in 1972) on turnover up from £6.4m to £7.7m. On net profits down from £601,000 to £533,000 the dividend is being raised from 5.25p to 5.51p.

## Record aerosol production

British aerosol manufacturers report the largest ever annual increase in production of 77m aerosols representing a growth of 21.4 per cent in 1973. Total production at the year end reached 437.5m units or 7.8 aerosols for every man, woman and child in the UK.

Personal care products and toiletries are

the fastest growing and largest sector representing 59 per cent of all products and 75 per cent of the total growth. Main contributions to this expansion came from personal deodorants and anti-perspirants hairsprays and Colognes and perfumes.

There has been a continuing steady growth in the production of industrial products and in medical aerosols, their total being 14m against 11m in the previous year.

## Briefly

Makro's first London self-service wholesale centre was opened to trade customers last week at Anchor & Hope Lane Charlton, London SE7.

**Partena SpA** is the new title adopted by the packaging equipment manufacturing company formerly known as SVM SpA of Carpi, Italy.

**Rockware Group Ltd's** operating profit before taxation etc, in 1973 amounted to £2.647m, an increase of £161,000 over 1972. In a year of only minimal selling price increases and a continued upward trend in costs the directors consider this a "not unsatisfactory achievement". Net profits before tax were £1.949m (£1.830m in 1972).

**Hill's Pharmaceuticals Ltd**, Nelson, Lancs, are moving to a larger warehouse at the end of March. The building of 72,000sq ft will eventually be increased to 150,000sq ft. From April 1 all operations will be from the new address at Talbot Street, Briercliffe, Burnley BB10 2JY (telephone: 0282-25932). A separate switch board has been installed in the hospital sales department, the numbers are: day or night 0282-25955.

**Norcross Ltd**, the holding company of Norprint Ltd, and Bunzl Pulp and Paper Ltd, state that agreement in principle has been reached to transfer the business of Bunzl Packaging as a going concern to Norprint. The acquisition of Bunzl Packaging will mean that Norprint can considerably increase their label production and printing facilities, whilst at the same time increasing their product range, the announcement adds.

## Appointments

**Wella (Gt Britain) Ltd:** Mr O. H. Graulich has been appointed chairman and managing director of the Wella international board. To further strengthen the board of Wella (Gt Britain) he has appointed Mr J. H. Hobbs (previously chief accountant and company secretary) as financial director and Mr P. A. Batten (general sales manager) as sales director.

**Wellcome Foundation Ltd:** Dr J. R. Vane, director of the Foundation since September 1973, has taken over from Dr D. W. Adamson full responsibility as group research and development director. Dr Adamson will remain a director acting in an advisory capacity. Dr Miles Weatherall, at present head of the therapeutic research division at Beckenham, has been appointed director of establishment of the Wellcome Research Laboratories at Beckenham. Mr M. J. Dunkley, MRCVS, BVet Med, has been appointed veterinary information officer at Berkhamsted, Herts.



# Market News

## OME OILS EASIER

London, March 27: A number of essential oil prices showed a definite easier tendency during the week. After the runaway prices of the past few months, would this be the first signs of a downward movement to more realistic levels? That was the question buyers and merchants were asking. Among the items affected were anise, eucalyptus and peppermint from China, and petitgrain from Paraguay. The arvensis peppermint from China and Brazil were again up but not to the same extent as in previous weeks. Also dearer were citronella and lemongrass.

There were no signs of weakness among crude drugs. All the commodities which have been rising in recent weeks were further increased. They included Curaçao aloes, Mexican jalap, menthol, and witchhazel leaves.

Senna shipments from Tuticorin during February were:

	UK Tons	US Tons	Europe Tons
annevelly	—	18	194
leaves	—	—	37
pod	—	—	—

Dearer among pharmaceutical chemicals were calamine, benzocaine, cinchonine and stilboestrol.

## pharmaceutical chemicals

**Piprazine:** Under 50 kg lots, adipate £1.00 kg; citrate £0.10.  
**Sallylamide:** (per metric ton) 5-ton lots £770; 1-ton £780, £710.  
**Sallyclic acid:** per metric ton 5-ton lots £555; 1-ton £580; 250-kg £630; delivered UK.  
**Salol:** Per metric ton in 5-ton lots, £1,620; 1-ton £1,670; 50-kg £1,270; delivered UK.  
**Sorbitol:** Powder £375 metric ton for over 250 kg.  
**Stilboestrol:** BP in 25-kilo lots £56.00 kg.  
**Strychnine:** (kg) alkaloid £25.00; sulphate and hydrochloride £17.00.  
**Testosterone:** £120 kg; propionate £110.  
**Aloes:** Cape nominal; Curacao £1,200 metric ton spot.  
**Balsams:** (kg) **Canada:** nominal, **Copalba:** BPC £3.00 kg spot. **Peru:** nominal. **Tolu:** BP £2.70 spot; £2.60.  
**Camphor:** Powder £6.75 kg, cif, nominal.  
**Cochineal:** Tenerife and Peruvian nominal.  
**Jalap:** Mexican 15% basis £1,800 metric ton, spot; £1,750, cif. Brazilian £430 spot.  
**Menthol:** Brazilian £18.00 kg spot; £18.20, cif. Chinese £20.00 spot and cif.  
**Podophyllum:** Emodi (metric ton) £410; shipment £390, cif.  
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**Witchhazel leaves:** Spot £1.70 kg.  
**Anise:** £25.00 kg spot and cif.  
**Citronella:** Ceylon £3.15 kg spot and cif.  
**Clove:** Madagascar leaf spot cleared, shipment £3.75 kg, cif.  
**Eucalyptus:** Chinese £7.50 kg, cif, 80-85 per cent. Spanish £7.30.  
**Geranium:** (kg) Bourbon £22.00 kg.  
**Lemongrass:** Spot £4.20; forward £4.30 per kg, cif.  
**Patchouli:** Spot £7.25 kg; £6.50, cif.  
**Peppermint:** (kg) Arvensis-Brazilian spot £8.50 kg; shipment £8.60, cif. Chinese £9.25 spot; shipment £10.30, cif. Piperata American from £19.00.  
**Petitgrain:** £11.50 kg, cif.  
**The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press but it should be noted that in the present state of the markets quotations change frequently.**

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**Clove:** Madagascar leaf spot cleared, shipment £3.75 kg, cif.  
**Eucalyptus:** Chinese £7.50 kg, cif, 80-85 per cent. Spanish £7.30.  
**Geranium:** (kg) Bourbon £22.00 kg.  
**Lemongrass:** Spot £4.20; forward £4.30 per kg, cif.  
**Patchouli:** Spot £7.25 kg; £6.50, cif.  
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**Petitgrain:** £11.50 kg, cif.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press but it should be noted that in the present state of the markets quotations change frequently.

## Coming events

### Sunday, March 31

**Rhahbarth de Cymru, Pharmaceutical Society,** Grand Hotel, Llandudno, at 2 pm. Discussion of regional and branch boundaries and postgraduate courses.

### Tuesday, April 2

**Finchley Branch, Pharmaceutical Society,** Avenue House, London N3. Mr T. P. Astill (deputy secretary, NPU) on "Legal pitfalls in running a pharmacy".

**Lanarkshire Branch, Pharmaceutical Society,** Nurses' recreation hall, Strathclyde Hospital, Motherwell, at 7.30 pm. General meeting.

**Nottingham Branch, Pharmaceutical Society,** Postgraduate medical centre, City Hospital, Nottingham, at 8 pm. Professor J. R. A. Mitchell on "Coronary disease — an unsolved mystery".

**West Middlesex Branch, Pharmaceutical Society,** Bernard Shaw house, Questor's Theatre, Matlock Lane, Ealing, London W5, at 8 pm. Dr F. Fish on "Science in crime detection".

### Wednesday, April 3

**Sheffield Branch, Pharmaceutical Society,** Chemistry lecture theatre, University of Sheffield, Western Bank, at 8 pm. Mr Bert Foord on "Your weather service".

**Socialist Medical Association,** House of Commons, London SW1, at 7 pm. Mr P. Wedge, National Children's Bureau, Mrs G. Dimson (chairman GLC housing department), Dr Joan McMichael (SMA) on "Born to fail — an indictment".

### Thursday, April 4

**Bradford and Halifax Branch, Pharmaceutical Society,** Midland Hotel, Bradford, at 8 pm. Mr A. G. Trotman on "Professionalism — management — trading — is there a conflict?".

**Huddersfield Branch, Pharmaceutical Society,** Spotted Cow Hotel, New Hey Road, Salendine Nook, Huddersfield, at 8 pm. General meeting.

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# Beauty Business



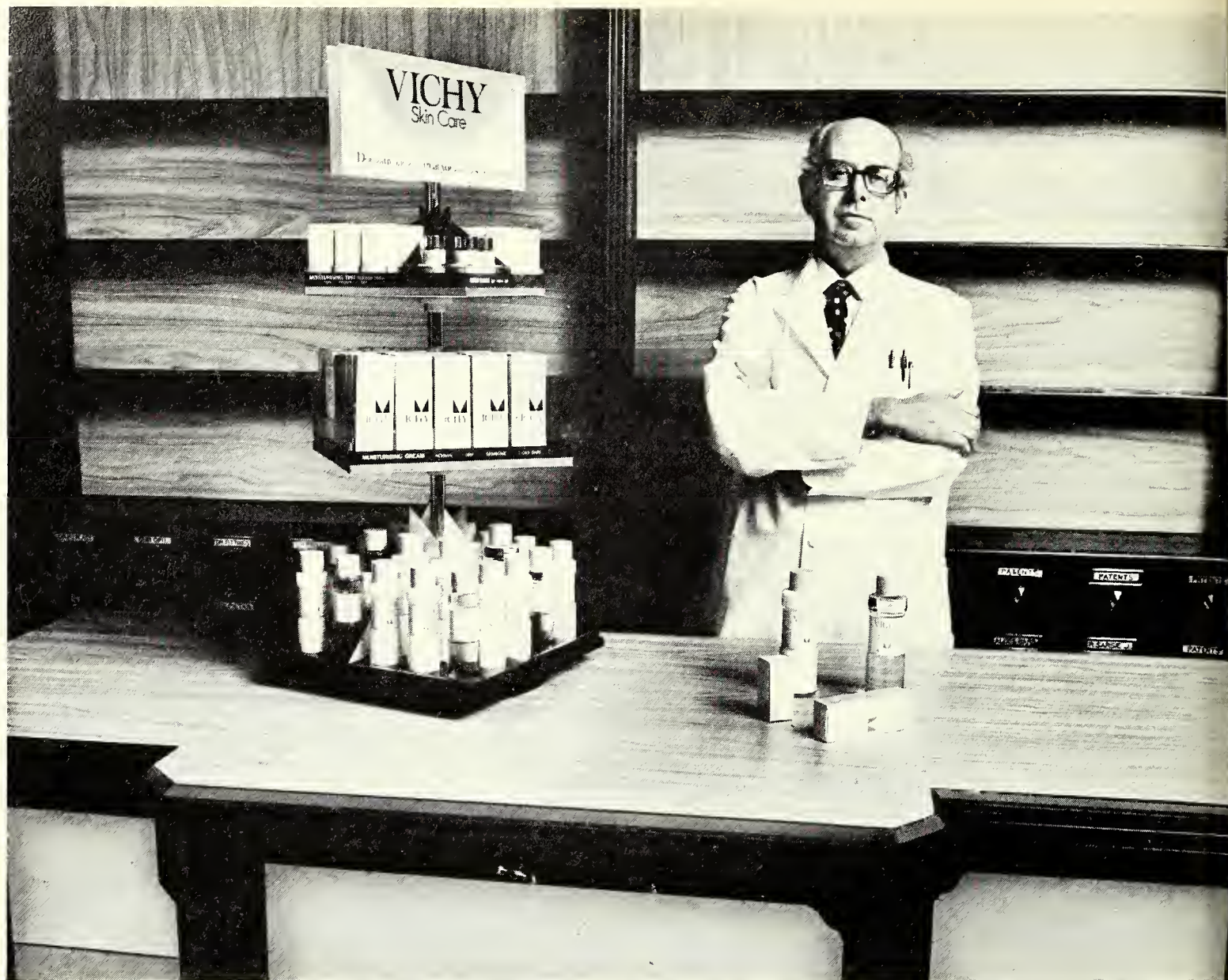
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After a successful launch in the U.K., Vichy will

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Our philosophy is one we've found to be very successful. It's one we think you'll find very successful as well.

## VICHY SKIN CARE

**Sold only through chemists throughout the world.**



# Spring into action

## Beauty Business

Editor: A. Wright

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time for customers to throw off their winter woollies, throw away their accumulated hotchpotch of winter makeup and take a fresh look at their old familiar. To help them—and us—the beauty houses offer two looks this spring. Houses such as Max Factor, Mary Quant, and Helena Rubinstein urge the recapturing of a dreamy, romantic makeup mood whilst Elizabeth Arden, Helena Rubinstein and others encourage a “back to nature” trend.

“Cream with everything” sums up the “me brulee” spring look created by Douglas Young of Max Factor. For this well-groomed look he used Moisturised Fair whipped creme makeup, with a touch of frost cheek colour and translucent eye puff to give a creamy smooth complexion. Clearly nutmeg California eye liner and vanilla frost eye shadow brighten the eyes and caramel kiss lipstick completes the look.

“Beautiful dreamer” is the look from Mary Quant. The hazy, muted colours complement the floaty chiffons, silks and crepes that will be popular this spring. In contrast to Quant’s subtle shades but still with sophistication in mind, is Juvena’s “Scarlet look”. The very pale skin throws emphasis onto the dark eyes and lips that are coloured with a mauve eyeshadow and sweet plum lipstick for the cupid’s bow lips.

The “healthy face” look from Elizabeth Arden and Helena Rubinstein reflects the colours found in nature — greens, yellows, browns and pinks. Arden’s “country girl” look is created by using their creative colouring pencils to colour lips, eyes and cheeks, whilst Helena Rubinstein claim their “Aquarelle” look has the same qualities of softness and lightness of touch as the water colour the name implies.

For darker skins, Tawney have introduced a spring range the colours of which, they say, capture the exciting atmosphere of the West Indies. The slightly pearlised shimmer gives a luminous quality to the skin and the eyes are highlighted by bright eyeshadows.

### Shades that sparkle

Following the success of cosmetic pencils and crayons last year, many beauty houses have added new pearlised shades this spring. Mary Quant’s pearly crayons and Yardley’s pearly pencils are examples. Continuing the trend towards frosted colours Max Factor have introduced new colours in their colour-on water-proof eyeshadow range and new from

Yardley are their shimmer shades—bottles of gleamy, liquid eyeshadow that is stroked on with its own applicator. To complete the “pearlised” look, Helena Rubinstein’s Alpine Ices make lips shimmer.

### Earthy fragrances

In keeping with the “natural” spring look, Coty have introduced Sweet Earth fragrance compacts. Each compact contains three essences in either a flower, wood, or herb fragrance. Alyssa Ashley have created Naked Essences, perfumes that

owe much to their “natural” ingredients—green apple, oak moss and tea rose.

Such an unusually wide variety of spring looks gives opportunities for those who are willing to help the customer just that little more and ensure their purchases are just what they wanted! It is also the opportunity to encourage experimentation but avoid the outrageous!



Courtesy of Max Factor



# Dealing with skin problems



by  
Elizabeth  
Anderson

Truly one's skin is a bit of a miracle. It is the largest "single organ" in the human body and, if you could weigh it separately, it would account for around 6 lbs of your total body weight. It is made of two broadly distinct layers: the epidermis and, beneath that, the dermis. The part of the skin immediately visible, the epidermis, is composed of many tiny cells which are continually reproducing themselves. (The upper layer of the cells is dead and these dead cells drop away from the surface daily with washing or cleansing routines. It is only in the deep layer that cells of the epidermis are alive.) But, fundamentally, the job of the epidermis is to protect the dermis — the true skin beneath the surface, for it here in the dermis

that the minute blood vessels, the nerves, the sweat glands and the hair follicles really are. And, of course, the important sebaceous glands which secrete the sebum, the fatty substance that lubricates the skin and keeps it supple and smooth.

Before one can begin to plan a skin care routine it is essential that the skin type is correctly identified for cosmetics have come a long way from the idea that a good brisk lathering with soap and water is all that is needed to keep the skin shining clean, and therefore healthy! Basically there is a simple "rule of three" which should be followed each day to keep the skin looking at its best — and the trio is cleanse . . . stimulate . . . and nourish, but the kind of products which should be used

to achieve this vary from skin to skin.

## **Normal skin**

*Recognise* it with delight for it has few problems, but it deserves to be cherished. *Cleanse* it with soap and water in the morning, and with a cleansing cream at night.

*Stimulate* it with a mild skin freshener.

*Nourish* it with a light cream overnight.

## **Oily/Greasy skin**

*Recognise* it by its open pores, its decidedly shiny surface, and its inclination to a sallow tinge.

*Cleanse* it with soap and water, followed by a light tonic freshener.

*Stimulate* it with an astringent lotion to close the pores.



urish it with a light cream and watch  
t and cut down on fried foods, sweets  
oily dressings and sauces.

#### ny skin

cognise it by its papery texture, the pores  
most invisible, and its tendency to pro-  
duce fine lines and wrinkles at an early

se it always with a cleansing milk  
cream, never with soap and water.

mulate it with a light tonic lotion pre-  
parably with a formulation containing no  
cohol.

urish it with a rich skin food applied  
htly.

#### sensitive skin

cognise it by its somewhat transparent  
k, and its inclination to become easily  
tated, and to broken veins.

se it with a mild, unperfumed cream  
anser.

mulate it with a mild tonic lotion dilu-  
with cold water.

urish it with a specially formulated  
am for sensitive skins.

#### ature skin

cognise a mature — or ageing skin —  
its slightly dull or greyish appearance  
and its parchment-like texture.

se it with a cleansing cream.

mulate it with a mild tonic lotion.

urish it generously and often with a  
n food. Mature skins need, more than  
y others, a strict day-to-day routine to  
ure that its sensitivity is well guarded.

#### owney skins

ere are a number of cosmetic houses  
o are making a special study of cos-  
tics for dark skins. They have realised  
t dark complexions have a unique  
uty of their own which can be empha-  
ed with specially formulated makeup  
t helps to counteract the unbalanced  
n conditions brought about by a drama-  
change in climate and diet.



Above are the stages in Helena Rubinstien's beauty mask treatment — Brush-on, Peel-off. The mask is an aquamarine fluid gel that has a "deliciously cool and refreshing action". It is stroked on to the face with a brush that is built into the bottle cap. As it dries, the skin gently tightens. After relaxing for about 15 minutes the mask is dry enough to be removed. It should be peeled downwards, from the forehead, and should come off in one piece, bringing with it any excess oil and flaky skin from the skin surface.

## spotlight on common blemishes

en the best natured skins have special  
n problems from time to time. Below,  
ed in alphabetical order, are the most  
mmon ills that skin is heir to:

ne is caused by an inflammation of the  
aceous glands which leads to small  
ples appearing on the surface of the  
n. This is a condition especially preva-  
t in adolescents. It is essential that the  
n is kept absolutely surgically clean and  
e of the special washing liquids or  
atments help in this area. Blocked pores,  
ted with grime and grease, need a  
anser that dislodges impurities long be-  
e they have a chance to become black-  
ads, and to ensure that the skin is kept  
t-free.

ergies can be caused by the perfume in  
e cosmetics, the lanolin in others, or  
e dye in colour cosmetics. Use cosmetics  
pecially designed to be non-allergenic.

*Eczema* is an eruption of the skin that if  
it is more than minimal should receive  
medical attention.

*Herpes* are cold sores which break out on-  
the lips and around the nose. They are in-  
fectious, but it should always be remem-  
bered that they *feel* much more disfiguring  
than they *look*.

*Moles* are small birthmarks and are  
usually dark in colour and can, therefore,  
be disfiguring. Whilst the odd small mole  
can make an attractive beauty spot some  
need to be toned down with make-up. If  
moles are considered disfiguring they can  
be painlessly and safely removed, but  
again medical advice is essential.

*Puffy Eyes* can be a misery but are often  
easily alleviated by the use of the right  
kind of mask, but a chronic puffey condi-

tion of the eyes demands the attention  
of a doctor, as it may be a symptom of ill  
health.

*Superfluous hair* — or hypertrichosis —  
can be due to a number of reasons. Some-  
times due to puberty or the menopause,  
or as a result of hormone therapy or a  
glandular imbalance, there is an increase  
of superfluous hair to an extent of its be-  
ing disfiguring. If the growth of hair is  
light it can be camouflaged quite success-  
fully with make-up but, if it is dark, the  
growth may need some kind of bleaching  
or it can be removed with a course of  
electrolysis. Again medical advice should  
be sought as there can also be accompany-  
ing psychological problems to the tackled.

*Whiteheads* are, like blackheads, caused  
by clogged pores but, they show up as tiny  
white lumps beneath the skin's surface.  
They are usually caused by over-acidity  
and should therefore be guarded against  
by an extra attention to diet — cutting out  
rich foods, cakes and sweets and stepping  
up the fruit and vegetable intake.



## On the shelves

Here is a round-up of some of the newest products on the market dedicated to skin care.

Just on your counters are some new Special Recepte products from Mary Quant including Special Recepte cleansing milk, a light, non-greasy lotion which will probably be preferred by oily skin types.

Helena Rubinstein's brush-on peel-off mask is an aquamarine fluid gel, deliciously cool and refreshing, which you brush on to the face with the brush neatly built into the bottle's cap. As the mask dries it will gently tighten the skin. Relax for 15 minutes and then remove the mask by peeling it downwards from the forehead. When it is dry the mask will come off in one piece, bringing with it any excess oil and flaky skin. Brush-on peel-off mask is a really quickworking pick-me-up.

New this month is an exciting cream from Orlane — Super-Hydratante B21 — a cream they call a spectacular cure for the skin's dying thirst and the dehydration which threatens most complexions. Super-Hydratante B21 "normalises" the condition of the epidermis by constantly balancing its moisture content and, containing natural moisture-retaining elements, it encourages the fixing of moisture in the epidermis.

For Spring this year Revlon are introducing three products in their Moisture Prescription Series — the extra special

skincare collection launched in this country last September. Protective hand cream, anti-wrinkle cream for the eyes and an anti-wrinkle stick for the eyes. They also have a new Moisturising lip conditioner to help beat the cold war blues and prepare for summer days.

Charles of the Ritz have very recently introduced a skin care range for the young which consists of a transparent lightweight moisturiser — Ritz moisturiser — Ritz oil blotter, an oil-free blotting gel that smoothes on quickly and evenly to leave a transparent "buffer zone" between the skin and its make-up, Ritz tint, a liquid make-up in a tube designed to give a sheer finish with the minimum of coverage, Ritz overnight creme and Ritz peel off mask.

Christy have introduced a new range of skin care products that is suitable for dry and normal skins. There are five products — a deep cleansing lotion; a skin toner that does not contain alcohol and is therefore suitable for the most delicate skins; a moisturising cream; a lanolin beauty mask; and hand and body lanolin.

The Vichy range of skin products is now available to all retail chemists. The range is comprehensive, containing products for all skin types. It includes cleansing milks, toners, moisturisers, eyemakeup remover lotion, night cream, rejuvenating cream, face masks and a moisturising tint that is in three colours, absorbed into the skin and



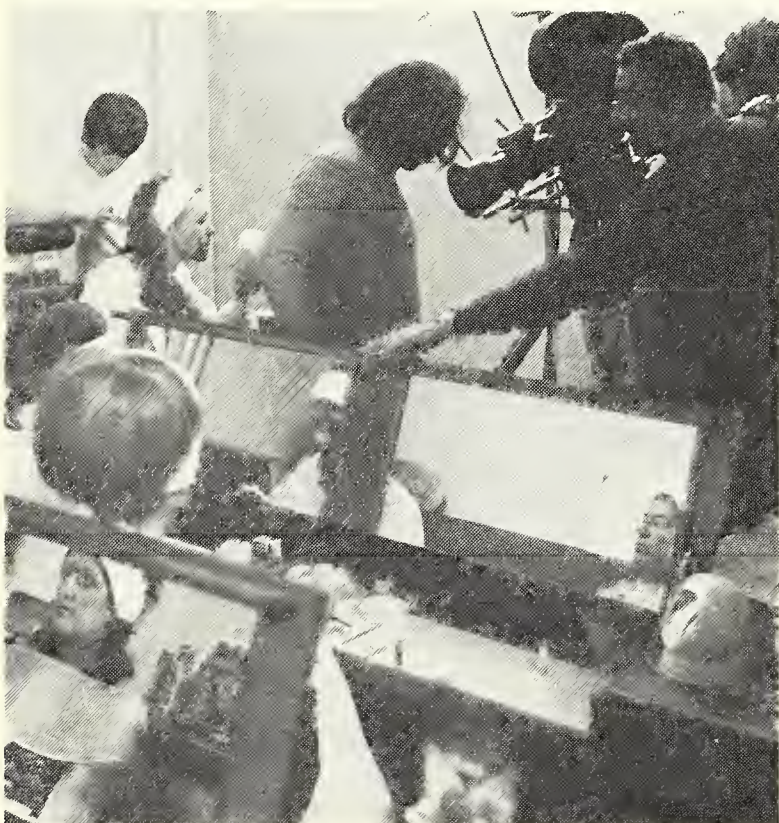
Courtesy of Revlon

"blends with the natural tones of the complexion to give a sheer, delicate blush of colour".

Scott & Bowne's Face Up offers a "salon-type" beauty treatment in the comfort of your own home. Besides the gel mask, there is a cleanser, toner, moisturiser and eye pads plus a head band to keep the hair away from the face.

The Anne French range of skin care products includes a moisture cream, cleanser for dry skins, and deep cleansing milk for oily skins. Anne French Glow 5, a flower scented beauty mask, is suitable for most skin types and is packaged in a box of three sachets.

Swiss Bio-Facial, distributed by Eyelure Ltd, is an effective preparation suitable for all skin types, and has a rapid healing action. It can be used just as an antiseptic to heal blemishes, or as a skin cleanser and moisturiser.



A film has recently been made depicting one of London's most famous streets — Bond Street. It captures the busy atmosphere of this fashionable street, and features cosmetic, fashion and jewellery establishments such as Yardley, Fenwicks and Booty. The picture on the left shows the camera in action at the Yardley consultant training school. Right, features a rehearsal for the belly dancer entertainment which took place during the launch of Khadine at an "Eastern feast" to which the Press was invited. The 20-minute colour film, made by Martin Benson Films Ltd, is due to be released this year.



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The nose at work

# The nose that launched a thousand smells

Arabian incense, fragrant sandalwood, precious cargoes of sweet balm and myrrh . . . the use of perfumes dates back to the earliest days of civilisation and the names still conjure up visions of exotic luxury. The perfumer's art is an ancient and mysterious one. Even today one somehow expects a perfumer to be a temperamental individualist, working away in his laboratory blending precious substances like musk, jasmine and patchouli to produce expensive fragrances sold under evocative names.

It is not really like that, of course — nothing could be less exotic than the International Perfumery Centre that is the home of Proprietary Perfumes Ltd, one of the largest perfume factories in the world. Mr Alfred Hagemann, the chief perfumer, does not look in the least like a medieval alchemist, and he is more likely to be found studying the graph of a gas-liquid-chromatograph or writing a market report than dreaming over little glass vials. And the perfumes he creates are far more likely to end up as the characteristic smell of a world-selling soap-powder or deodorant or shampoo than on the dressing-table of some rich lady. For at PPL, where perfume is measured by the ton and exported to 70 different countries, only about 300 of the total 3,000 tons annual production is "handkerchief perfume".

## Romance

Mr Hagemann's world is a completely modern one, down-to-earth and business-like. He is a trained pharmacist: all would-be perfumers have to be qualified chemists or pharmacists these days before they even begin their training, for it is essential to understand the composition of the many synthetic materials that go into modern perfumes, as well as the way the compounds react to the products they are added to. His position as chief perfumer means spending a great deal of his time on administration, organisation, and travelling all over the world to study local tastes in perfume.

Yet the romance of the perfume world still exists — PPL imports clove oil from

Madagascar and musk from the Far East, although they arrive, like all the other oils, in great drums like petrol. And Mr Hagemann talks about patchouli and ylang-ylang with the same assured familiarity that he has for aldehydes and hydro-carbons.

His approach to his work, too, has something of the calm, dazzling virtuosity of a great musician: his memory for aromas is so extraordinary that he can create a perfume of 20 or 30 ingredients without smelling one of them. He writes down the formula in the same way that a musician can write a sonata without touching the piano; and his confidence is so great that, if the result is not what he expected, his assistant will be asked to mix it again and make quite sure she has not made a mistake before he will consider that he might have miscalculated the harmony.

## Rigorous training

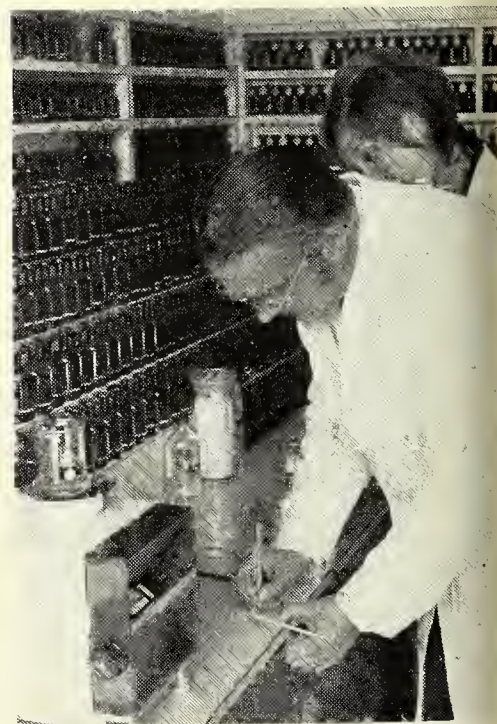
A perfumer's great indispensable asset is his nose. Modern chemical techniques provide time-saving short cuts; but no machine has been invented that can distinguish the subtlest variations as accurately as a well-trained nose. The training is rigorous indeed. In his first five years a perfumer must learn to distinguish—and to remember accurately—700 or 800 basic materials, before he can even begin to be creative; Mr Hagemann's delicate nose can recognise something like two thousand.

From the 300 or so natural and 2,500 aromatic chemicals available, each perfumer selects his own range the way a painter selects his colours. Ranged in alphabetical order in his laboratory they make up what is called—another musical parallel—his "organ". It is from his own personal range that he makes up his perfumes, and the result is so individual that Mr Hagemann can recognise, at least half the time, which of the nine perfumers working for him has created a particular scent.

He believes that in his career he has created well over 5,000 different perfumes. Many of them have become familiar to housewives all over the world, who often do not realise that the product they are using does not simply smell of itself. Even such apparently odourless products as paper handkerchiefs have perfume in them

so that they will smell the way they are meant to; Mr Hagemann has put the aromas into such products as Lux toilet soap, Knight's Castile, Omo, Persil, Sunsilk shampoo and Surf. And often he creates several different odours for the same brand name—for a Lux soap in the UK or Australia may well have to be different to appeal to ladies in Ceylon or Mexico or Singapore. There are all sorts of problems in creating for such widespread international markets. In Muslim countries, perfumes must not have an alcoholic base, for example, and in Singapore and Bangkok they do not like the smell of eau-de-Cologne.

He came to be a perfumer almost by accident. He was working as a chemist in a factory in his native Hamburg, when he had to take charge of the perfume production because the only perfumer had fallen ill. Having discovered that he had a talent for this occupation, he came to England in 1963 to join the staff of PPL as a perfumer with a particular knowledge of the German market.



Mr Hagemann pauses to make a note on the end of a "smelling strip", where the perfume formula is carefully marked. In the background are rows of bottles known as the "perfumer's organ".



# BOTTLE BEAUTIFUL

Look around your shelves of toiletries and cosmetics and you are certain to see bottles and pots with some really beautiful decorations. In the case of glass containers, the product name, illustrations or instructions will often be raised above the surface, yet "fused" into it. Such decorations not only don't come off when you or your customer handle the product—they remain part of the container for the whole of its life.

## Silk screen

To find out more about the decoration process, *Beauty Business* visited the north London factory of International Bottle Co. Many famous cosmetics houses have their containers printed there, and it all starts with a "silk-screen". The screen, actually nylon, is first stretched across a frame and coated with a light-sensitive material (1). When dry, this is exposed to light in contact with a negative of the design; light makes the coating soluble so that, after a washing-out process, the nylon allows ink to pass through in accordance with the design, leaving the remainder of the screen mesh "filled in", thus forming a stencil.

Next comes the actual printing, and a variety of machines are used according to the ink, the shape of the container and the quantity being processed. To take the



The screen is first coated with a light-sensitive material (1)

example of a round bottle (fig 2), the operator places the unprinted container onto rollers and starts the machine cycle. The screen, with ink on its upper surface, lowers to the bottle and moves across its surface, turning the bottle as it goes. A squeegee ensures that ink is forced through the clear areas of the design on the silk screen onto the bottle surface.

## Colours

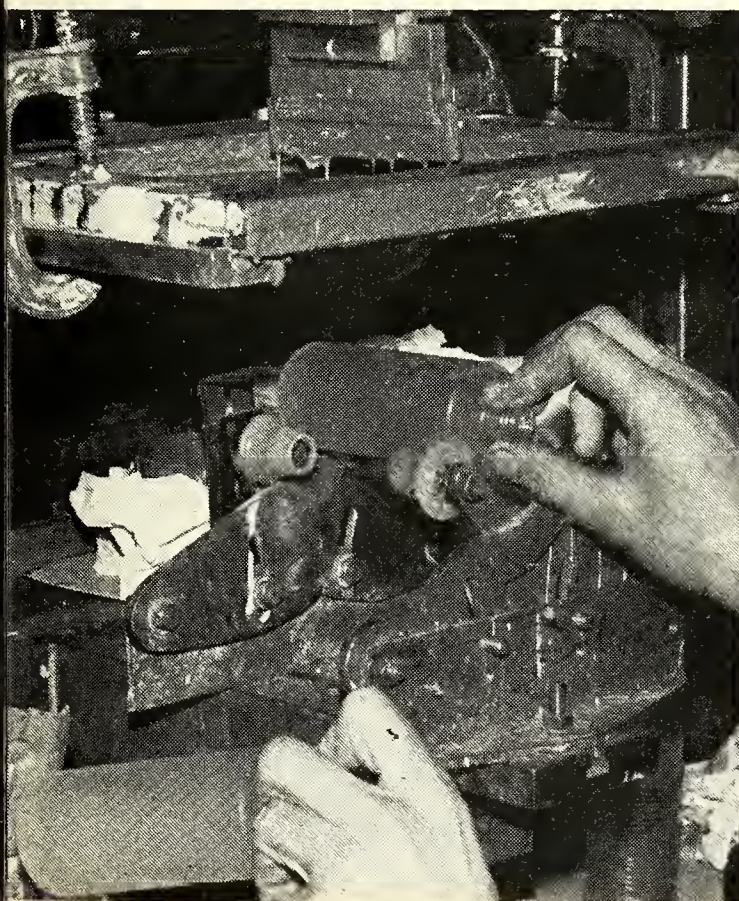
On flat-sided bottles the method is to place the bottle in a fixed position, the silk screen is lowered on to the bottle and a squeegee passes across the upper sur-

face of the screen again forcing the ink through the design but not through the "filled in" mesh.

At the end of the cycle, the decorated bottle is removed for inspection. The whole of this process can be made automatic for large quantities.

Several types of ink are used. "Thermoplastic" inks have to be kept warm during application, and this is achieved by two radiant heaters directed at the screen. On touching the cold bottle surface, these inks "set". Other inks which dry in the air give a wide colour range—including fluorescent—because vegetable dyes can be used, but they are less permanent than the vitreous enamel inks—although they won't come off if scratched with a finger nail, they would if you used a nail file. These inks must also be carefully chosen to ensure that they do not "run" if the contents of the container spill over onto them!

But the "fused on" decoration comes from the use of vitreous inks, though the colour range is limited by the number of pigmentation minerals available. When these inks are used, the inspection stage is followed by "firing" in a lehr—a type of oven through which the bottles move slowly on a conveyor belt (fig 3), becoming gradually hotter until the ink fuses then slowly cooling again to avoid stresses in the glass (which might lead to breakage during handling).

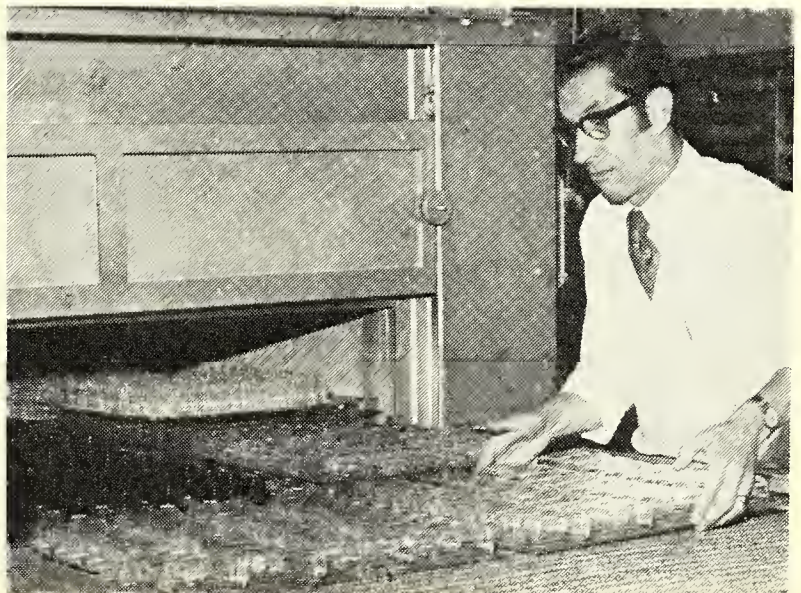


Under the silk screen a round bottle is placed in position for printing (2)

Printed bottles are checked before they enter the lehr (3)

## On shelf

At International Bottle Co they can put several colours on the same bottle—though each means a separate printing stage. And if you wish to see how fine the work can be, just look closely at one or two "miniatures" on your shelves.





# The how & why of makeup

Spring has brought its usual rush of new "looks" from the beauty houses and once again there are the supporting ranges of lipsticks, eyeshadows, foundations, plus a host of skin care preparations to enable one to get the look "just right". Faced with such a variety of products it is no wonder that many people need advice on which products they should use and the correct way to apply them. *Beauty Business* discusses the how and why of makeup and covers some of the problems customers might ask.



Courtesy of Arden

## A clean sweep

Cleansers ensure that the skin is scrupulously clean before makeup is applied. It is one of the most important steps in the makeup process.

To promote the correct oil and moisture balance in the skin, it is necessary to use the right cleanser for each skin type. Most cosmetic houses have a range of cleansing creams and milks for dry, sensitive, oily and normal skins.

Cleansers should be applied to the face and neck with the fingertips, massaged in lightly for at least 25 seconds to allow time for the makeup to be "lifted" from the skin, and then wiped away with moistened cotton wool. Cleansers should be wiped off with an upward and outward movement. The cleaning should be repeated, this time rising away with cotton wool soaked in a toning lotion.

For those who do not feel clean unless they have used water on their face, there are water-miscible preparations, for example Cuticura deep cleansing cream, that are massaged into the skin and then rinsed off with water.

*Eye makeup remover pads or lotion* should be used on the delicate tissue surrounding the eye. The pad, or lotion on cotton wool, should be worked gently

around the eye area until the makeup is removed, holding the skin firm at the outer edge to stop any "drag."

To keep the face looking healthy and clean, a weekly "home facial" is considered by many a must. *Facial saunas*, such as Carmen's Lady Schick, are becoming a popular way of "drawing out" the deep-seated dirt and grime. Another way is to use a *face mask*.

To choose the correct face mask for each skin type is just as essential as in any other stage of makeup. After thorough cleansing, apply the mask in a thick layer to the face and neck, avoiding the eye area. Most masks take from 15 to 30 minutes and should be rinsed off with tepid water, followed by a toner and moisturiser. It is however *essential* to warn customers to "read the instructions."

## Tone up

The cleansing routine is best completed by the use of a *toner* to freshen the skin, mop away any residual grease left from the cleanser, firm up the skin, and improve surface circulation by stimulating the tiny muscle fibres in the lower skin layers.

Toners should be applied briskly, with a light, slapping movement on a piece of cotton wool. Oily skins need a toner that

contains a mild astringent, dry skins one that contains moisturisers.

## For added protection

Whether makeup is worn or not, the face needs to be protected from external elements such as wind, sun and sudden changes in temperature and the most effective protection is a moisturising cream. All skins need "moisturising"—even oily skins—makeup is no substitute and should never be worn without a moisturised base. *Moisturiser* should be applied with the finger-tips to the face and neck while the skin is still damp from the toner. Gently massage in with an upward, circular movement.

*Night creams* are heavier than moisturising creams; having a higher content oil to prevent dryness, flakiness and redness in the surface layers of the skin. They are applied in the same manner as moisturisers.

*Eye creams* are used on the under-eye area which is particularly prone to drying out and for "crows feet" to appear. A night cream is "too rich" for this area, so a light eye cream should be patted—never stroked—around the eyes each night and morning.

*Hand and body lotions* complete the



ge of moisturisers. They are used on and sensitive patches on hands and y, and even on the face, and are particularly good on areas where the skin is to become rough—elbows, heels and es. Christy's hand and body lanoline is example.

## aying a foundation

ndations improve the colour, texture and general appearance of the skin and provide a smooth base for makeup. There are different types of foundations, but whatever type is used it should blend into the natural skin tone, not changing the natural colour more than a fraction. To choose the right foundation, test it on the back of the hand as this is the nearest to the tone match to the face.

The different types of foundation are: *cream* and *cake* foundations which give the most cover. *Cake* foundation should be applied with a damp sponge to give even coverage. For a "flawless" finish, the powder should be worn with these foundations.

*Liquid* foundation gives a lighter look, and can be worn without powder. It is applied sparingly with the fingertips, blending over the face—one area at a time—with an upward and outward movement.

*Foundation sticks* give extra cover and are easy to apply—stroked on first, then blended with a sponge. And *all-in-one* foundations are both a foundation and powder in one.

A recent development in foundations are *gels*: clear, gel-like makeup which adds colour but no cover to the skin. These are more popular in summer because they give a "tanned" look to the skin.

## ishing touch

*Powders* can be either tinted to match the foundation, or colourless—translucent—and are either compressed in a compact, or loose. Powders "set" makeup, making it last longer but it is important not to use too much as this will clog the pores and give a "caked" appearance. Dust off excess with light, downward strokes to flatten facial hair and give a smooth finish.

## aping up

*Blushers, shaders* and *highlighters* are used to "shape" the face, and they do just what they say: blushers add colour, shaders draw away areas of the face, and highlighters draw emphasis. Each product has the following forms: *Powder* the easiest to apply, usually comes in a compact with its own brush. *Stick*, a swivel stick that is stroked onto the face and is applied before powder. *Cream*, usually stroked on with the fingers before powder is applied. This gives a stronger colour than the stick type. The way in which blushers, shaders and highlighters are used depends on the shape of the face. Different shapes determine which areas are to be emphasised and which are to be shaded. For an oval face, generally accepted as being the ideal shape—shader should be put under the

cheek bones and highlighter high and wide above them.

For a round face, the shader should be dusted under the cheek bones, starting at the hairline, and under the chin to disguise any "doubles"! No highlighter should be used, but blushers placed well forward onto the cheeks to narrow them slightly.

To shorten and widen a long face, blusher should be placed onto the cheeks, *not* under the cheek bones, fading backwards to the hairline. Shader should be stroked onto the point of the chin and tip of the nose. Highlighter placed high on the cheekbones adds width to the face.

Finally, for a square face, emphasis should be placed on the eyes by extending the eyebrows to "widen" the forehead. Shader is stroked under the cheek bones and then backwards, down the sides of the face to slim the outline, extending along the jaws to soften the jawline. Highlighter is placed high on the cheek bones to widen the upper part of the face.

## Eyes right

Eye makeup has two major functions: to complement and blend with the total fashion look, and to give emphasis to the best features of the eyes. There is a great variety of colours and textures to choose from, and the forms include: *Eyeshadows* made up of many types—*glossers* in tubes or pots, they set quickly and do not crease and are therefore ideal for long lasting makeup. *Creams* come in compacts and are soft and easy to blend with the fingers. *Powders* have a greater range of colours and are easy to apply with a brush—these give a more "natural" look. *Automatic waterproof* eyeshadow has its own built-in brush for application. *Cake* shadow is applied with a wet brush and is very long lasting. And more recently introduced, *pencils* and *crayons* that are stroked onto the eyelids.

*Eyeliners* are less popular than they used to be. There are three types: *cakes*, applied with a wet brush; *liquid* which gives a more definite line; and *automatic* which has its own built-in brush.

*Mascaras* colour and separate the lashes and are in the following forms: *Automatics* are easy to use and have their own brush-tip applicator. *Build-up* automatic mascaras have tiny flecks of fibre added which cling to the lashes to make them look longer. *Comb-on* mascara is automatic but is applied with a comb applicator. *Cake* mascara is applied with a wet brush and *cream* waterproof mascara is in a tube and is applied by a brush. To give lashes a "professional" look, eyelash curlers, such as those from Maybelline, curl the lashes and make them look longer.

*eyebrow pencils* emphasise the brow and should be used softly, with fine feathery strokes following the natural line of the brow. Eyebrows should be kept trim by plucking away untidy hairs, usually underneath the brow, in the same direction as the hair grows.

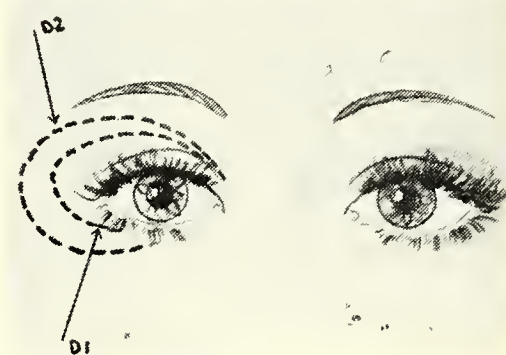
*False eyelashes* makes eyes appear much larger, again. The purchaser should be "taken through" the "application instructions".



Courtesy of Yardley

## Open eyed

Eye makeup, used correctly, can give shape to eyes in much the same way as blushers and highlighters do to the face. David Hartnell, fashion makeup designer at Maybelline, suggests the following tips to make eyes appear larger. Eyebrows should be soft and defined, brushed up-



Courtesy of Maybelline

wards slightly, and down at the outer edges. Soft, smoky shades of shadow should go on the lid (D1) blended upwards and outwards fading into the socket line. Deeper colourings are then applied over the area (D2) which, if pearlised, will have a highlight effect. Lashings of mascara should be used, or to make eyes even larger, false eyelashes should be worn.

## Lip service

Most cosmetic houses offer a great variety of colours and textures in their lipstick ranges. Lipstick can be cream, or gloss, which adds a shiny finish to the lips. Some gloss lipsticks have built-in colour and are creamy.

*Lipstick* should be applied with a lip brush. The best method is to fill the brush completely with the chosen colour, rest elbow on a table and place the little finger on the point of the chin. Then, using the brush like a pencil, outline the top lip first and fill in with the colour. Repeat for bottom lip, blot with a tissue and apply a second coat. There is no need to press hard with the lip brush as the colour leaves the brush more easily than from a lipstick.

The emphasis should be on the fact that the whole makeup should be colour coordinated. For example, a beige foundation tones in well with brown, green or russet eyeshadows, and beige or coral lips. Makeup should blend or complement the overall fashion look and most of all, should reflect the individual's personality.



## Euthusiastic welcome for Rouge Baiser

The launching of the Rouge Baiser range of cosmetics at the Selfridge Hotel, London, on March 14, was met with enthusiasm from those who attended. "We have received a large number of orders following the launch" a spokesman for Cardinelli Beauty Products said, "and we firmly expect more in the next few weeks. The blister pack on an auto-cylinder display is an innovation in this country," he continued and the company claim that the products "simply sell themselves".

At the launch the company's president, Monsieur Guilbert, outlined the success they had achieved in France — the "home" of the company — and was optimistic that they would be able to "conquer" Britain too.

At right is the "super" floor stand which holds the extensive range of Rouge Baiser products. It is one of four dispensers available, the others being a counter stand, a revolving floor stand and a boutique floor



stand. The retailer receives the range packed in the self-service dispenser, complete with colour testers.

## Bathroom en suite

There has been a "colour revolution" in the bathroom. No longer do we take our bath amid pastel shades or clinical white surroundings. Now the smart thing is to bath in style: fashion has moved to the bathroom.

Baths and basins come in fashion-conscious colours — avocado, mustard, chocolate, aubergine, for example. Bathroom accessories too, from tissues to tiles, towels to toothmugs, are available in suitably toning shades. And toiletries are not being left behind. Talcum powder, bath oil, soap and body lotion all come prettily packed in a wide range of styles, shapes and shades. Now it is possible to choose them to match your bathroom decor, or choose your bathroom decoration to complement a favourite range of toiletries! A quick browse through a wallpaper pattern book will give an idea of designs and colours available and there is such a choice that it's easy to find one to set off a bathroom and to complement bath products. Such bath care products as Vivelle's Turquoise bath range — consisting of bath oil, body tale, body shampoo and soap on rope — the clean cut lines of Tabac Original's after shave and eau de Cologne in their white opaque bottles with the brown top and gold lettering, and the elegant fragrance of French perfumes by Caron in their beautiful bottles and distinctive style, can all be complemented by such wallpaper fabrics as those found in the Sanderson range.

## Dana launch hairspray

This month saw Dana perfumes launch the first hairdressing product — Tabu hairspray — to appear in the UK under their label. The hairspray, which will be available for sale in mid-April, has the famous Tabu fragrance and comes in a white,

black and gold aerosol can with the Dana violinist motif on the front. It is said to hold the hair gently but firmly and does not dull the hair. It is neither greasy nor sticky and brushes or washes out easily.

Helping in the launch of the product, Jason of Jingles, one of the youngest hairdressers in England, worked with Dana Perfumes to create three soft and feminine hairstyles for the launch. And to promote the hairspray still further Dana are offering it free with every 2-oz Tabu spray Cologne bought.

## Exotic colours from Almay

The East inspired the new look for spring and summer from Almay. It's called Sasayaki (Japanese for "soft and whispering") and with their deep shades of pink and reds they hope to capture and reflect the exotic and exciting atmosphere of Japan. The collection contains eight creme nail

enamel shades, all in a new, neat bottle, that can be toned with one of the four lipstick shades packed in black and gold cases. The colours have such names as tiger lily, geisha silk and dusty lotus.

## Body Mist, a new image

Beecham have recently launched a new and improved Body Mist anti perspirant. The product has been fundamentally restyled, to offer a choice of three fragrances, and is attractively packaged.

New Body Mist is extremely effective on the purely functional level of checking odour and wetness, but Beecham claim its unique feature is the way in which its ingredients have been balanced to produce a spray which is neither wet nor powdery. Body Mist sprays on gently and evenly, drying on contact to form a near-invisible film, leaving a "soft, smooth feeling" on the skin.

Exhaustive market research and testing resulted in the selection of the three Body Mist fragrances. Seven international perfumers were invited to formulate a range of perfumes to appeal to the widest possible cross-section of women. From the fragrances submitted, three were overwhelmingly preferred by both Body Mist and non-Body Mist users: wild rose, a light, floral fragrance designed to appeal to the mature woman who prefers the "classic floral fragrances"; spring whisper, a light, "sophisticated" fragrance aimed at the fashion and cosmetic-conscious 20's to 30's age group; and dawn fresh a light, "young" fragrance aimed to appeal most strongly to the teenage anti-perspirant buyer.

In line with its new, "ultra-feminine" image, Body Mist has been re-packaged in pretty cans which combine strong feminine appeal with shelf impact. The cans feature softly-printed natural motifs, including roses, ferns and cloudy mountains, in gentle pastel colours, and are pretty enough for any bathroom or boudoir. Other packaging features are the new, large button and easily-located spray opening, which make spraying faster.

The company feel that the new spraying properties, perfumes and packaging combine to make Body Mist an "exciting and feminine" antiperspirant.

## The Wombles at bathtime

Bellair Cosmetics have launched a new range of toiletries based upon the popular children's characters, the Wombles. Although aimed at the 6½ million viewers of the Wombles television programme, the range is expected to have a much wider appeal.

The Wombles first came into existence in 1968 with the publication by Ernest Benn Ltd of the book by Elizabeth Beresford and since the first broadcast of the television programme last year, their appeal has become much wider. They are due to return to the screen in mid-May.

The first products to appear in the range are peach scented Womble talc and apple scented Womble bubble bath. The packs — six for each product — have the dif-



ferent characters described and illustrated, and offer a strong collection incentive.



## chy extend distribution

ny recently announced their intention extend their distribution to all quality chemist outlets as well as Boots. This extension of a *chemist only* distribution underlines their approach to the marketing of beauty products in this country.

Vichy are the French company who for some 50 years manufactured skin care products. The French have a word "pharmacie" which they feel expresses how they see their products as the result of the planned use of pharmaceutical techniques and standards in a dermatological laboratory environment. It is this with the pharmaceutical world that is the basis for their insistence that their products are only sold in chemists where they really belong.

Vichy are very anxious to maintain the best collaboration with chemists and provide them with the latest information on their products which are designed to protect and treat the skin. For example in the case of ageing skin, to stimulate cellular regrowth, or in cases of excessive secretion of sebum in oily skin, to regulate the balance of oil and moisture. The structure of the skin is extremely complex and Vichy feel that the health and efficient function of this organ is important to the health of the body itself. This is the first concern of the chemist.

Vichy however, point out that their preparations are designed in relation to a skin which is considered basically healthy



and *not* for skin which requires medical treatment ie acne etc. The decision whether the skin needs treatment by a doctor or skin care is one that should be made in a pharmacy.

Vichy are often asked if their approach to skin care and more specifically their chemist only distribution policy, will be a permanent policy and their answer to this is a definite "yes". They are aware that they are pioneering a totally new concept in skin care in this country. They are confident that with the help and collaboration of the chemist they can bring to women in the UK serious skin care designed to promote and maintain a healthy skin and consequently a beautiful skin, without any unnecessary trappings.

## Yardley and Kodak at the Race of Champions

In line with their policy of supporting Formula 1 racing and promoting their investment in the McLaren Grand Prix team, Yardley were at Brands Hatch for the Race of Champions on March 17. Mike Hailwood, who had already shown his prowess by taking a Yardley McLaren to fourth and fifth places in the opening rounds of the 1974 world championships, finished fourth in the race which was won by J. Ickx.

Racegoers had the chance to sample and buy selections from the Yardley ranges of perfume, makeup, beauty preparations and men's products from shops that were situated along the main service road between the Grandstand and paddock gate. Samples were distributed by Yardley promotion girls.

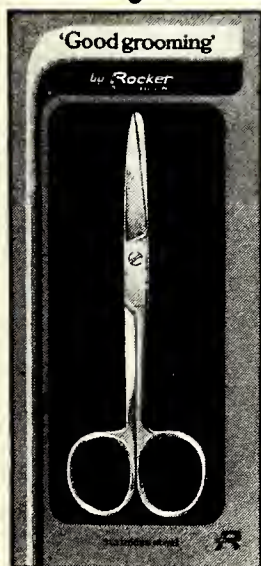
In the paddock Yardley entertained guests, buyers and Press.

Also at Brands Hatch was a specially-constructed 100ft long Kodak camera gallery. The two-tiered gallery holds approximately 125 photographers, giving them an unrivalled view of motor racing at one of the most famous bends at Brands Hatch — Druids bend.

This advantage can be put to the test in a photographic competition run by Kodak which will feature photographs taken at the British Grand Prix to take place on July 20. Details of the competition are still being worked out but it will be open to amateurs only and the judges will be looking for "atmosphere" pictures.

## GROOMED FOR SUCCESS

New beauty grooming range  
by Rocket of London

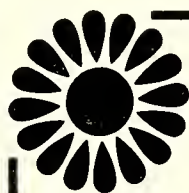


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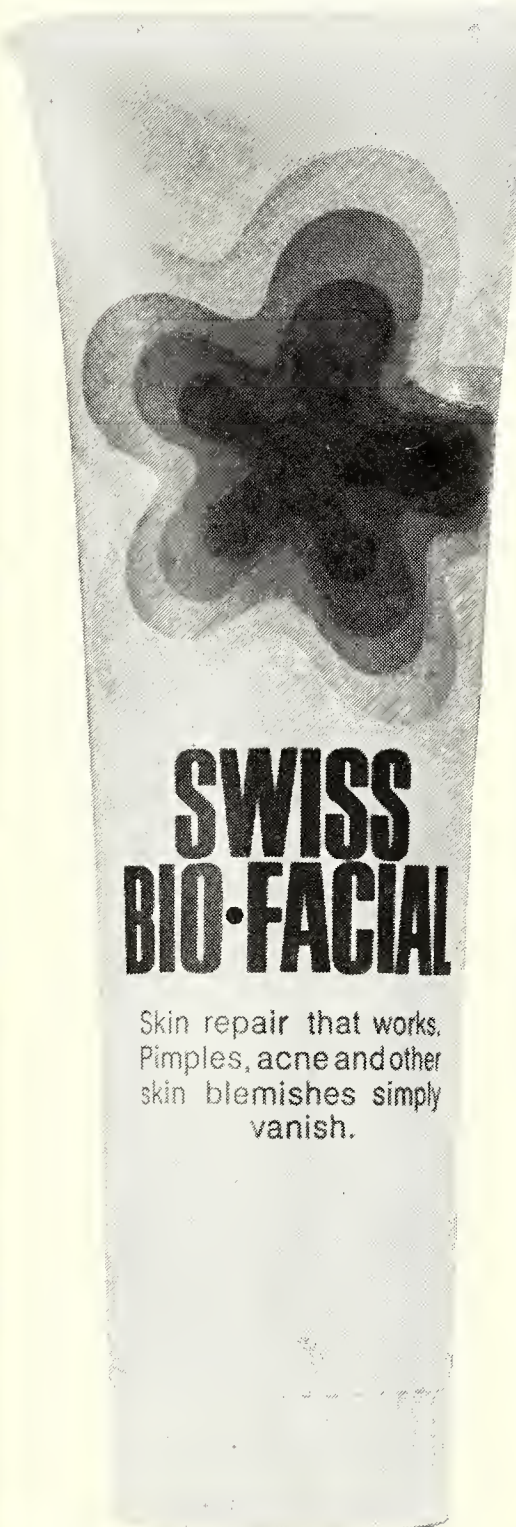


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